NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	32.3	25,130
2	DUKES OF HAZZARD#	29.5	22,950
3	60 MINUTES	27.5	21,400
4	GONE WITH THE WIND PT. 1(S)	26.7	20,770
5	JEFFERSONS#	25.9	20,150
6	ALICE#	25.3	19,680
6	M*A*S*H	25.3	19,680
8	GREATEST AMERICAN HERO#	23.8	18,520
9	LOVE BOAT	23.3	18,130
10	CARNIVAL OF THRILLS(S)	23.1	17,970
11	MAGNUM, P.I.	22.2	17,270
11	THREE'S COMPANY	22.2	17,270
13	HOUSE CALLS	22.1	17,190
14	LITTLE HOUSE-PRAIRIE#	21.6	16,800
15	CHIPS	21.4	16,650
16	TOO CLOSE FOR COMFORT	21.0	16,340
16	TRAPPER JOHN, M.D.#	21.0	16,340

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DUKES OF HAZZARD#	21.1	43,950
2	DALLAS#	20.6	42,990
3	GREATEST AMERICAN HERO#	19.7	41,150
4	GONE WITH THE WIND PT. 1(S)	19.1	39,830
5	60 MINUTES	18.5	38,520
6	JEFFERSONS#	17.9	37,460
7	CARNIVAL OF THRILLS(S)	17.6	36,710
8	M*A*S*H	17.4	36,380
9	CHIPS	17.4	36,320
10	THREE'S COMPANY	17.4	36,220
11	ALICE#	17.2	35,800
12	LOVE BOAT	16.4	34,220
13	LAVERNE & SHIRLEY	16.3	34,100
14	HAPPY DAYS	16.1	33,580
15	LITTLE HOUSE-PRAIRIE#	15.9	33,100
16	INCREDIBLE HULK#	14.9	31,030
17	THAT'S INCREDIBLE	14.8	30,970

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	27.7	22,570
2	GONE WITH THE WIND PT. 1(S)	25.8	21,060
3	60 MINUTES	21.4	17,420
4	LITTLE HOUSE-PRAIRIE#	20.8	16,970
5	DUKES OF HAZZARD#	20.6	16,790
6	JEFFERSONS#	20.2	16,430
7	M*A*S*H	19.7	16,100
8	ALICE#	19.6	15,980
9	THREE'S COMPANY	18.4	14,980
10	LOVE BOAT	18.2	14,830
11	HOUSE CALLS	17.6	14,370
12	MAGNUM, P.I.	17.4	14,160
13	TOO CLOSE FOR COMFORT	16.9	13,740
14	FANTASY ISLAND	16.2	13,210
14	LAVERNE & SHIRLEY	16.2	13,210
16	GREATEST AMERICAN HERO#	16.0	13,080

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	24.6	18,080
2	DALLAS#	21.2	15,590
3	DUKES OF HAZZARD#	19.0	13,930
4	M*A*S*H	18.1	13,310
5	GONE WITH THE WIND PT. 1(S)	17.8	13,050
6	JEFFERSONS#	17.4	12,740
7	ALICE#	16.9	12,390
8	CHIPS	16.8	12,310
9	BIG EVENT	16.7	12,220
10	GREATEST AMERICAN HERO#	16.5	12,140
11	THAT'S INCREDIBLE	16.5	12,120
12	CBS WEDNESDAY NIGHT MOVIE	16.3	11,960
13	THREE'S COMPANY	15.7	11,520
14	INCREDIBLE HULK#	15.5	11,350
15	HOUSE CALLS	15.2	11,120
16	REAL PEOPLE	15.0	10,970

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	25.0	12,690
2	GONE WITH THE WIND PT. 1(S)	24.4	12,420
3	M*A*S*H	20.3	10,300
4	GREATEST AMERICAN HERO#	19.4	9,890
5	DUKES OF HAZZARD#	18.8	9,550
6	LAVERNE & SHIRLEY	18.7	9,530
7	LITTLE HOUSE-PRAIRIE#	18.7	9,490
8	THREE'S COMPANY	18.6	9,470
9	FANTASY ISLAND	17.8	9,070
10	HOUSE CALLS	17.8	9,030
11	HAPPY DAYS	17.7	8,980
12	LOVE BOAT	17.3	8,800
13	JEFFERSONS#	17.1	8,690
14	TOO CLOSE FOR COMFORT	16.8	8,530
15	ALICE#	16.7	8,500
16	CHIPS	16.0	8,150

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	31.9	7,910
2	60 MINUTES	31.7	7,870
3	WALTONS	27.4	6,800
4	GONE WITH THE WIND PT. 1(S)	26.6	6,610
5	LITTLE HOUSE-PRAIRIE#	25.6	6,340
6	JEFFERSONS#	25.4	6,300
7	DUKES OF HAZZARD#	24.9	6,170
8	ALICE#	24.8	6,150
9	ARCHIE BUNKER'S PLACE#	23.2	5,750
10	MAGNUM, P.I.	22.6	5,600
11	REAL PEOPLE	22.5	5,570
12	PROJECT PEACOCK(S)	22.2	5,510
13	LOVE BOAT	20.9	5,190
14	ONE DAY AT A TIME#	20.3	5,030
15	TRAPPER JOHN, M.D.#	18.9	4,700
16	CBS EVENING NEWS-RATHER	18.9	4,680
17	DIFF'RENT STROKES	18.8	4,670

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	GREATEST AMERICAN HERO#	21.1	10,270
2	60 MINUTES	18.8	9,150
3	DALLAS#	18.5	8,980
4	M*A*S*H	18.1	8,790
5	BIG EVENT	17.2	8,370
6	DUKES OF HAZZARD#	17.1	8,300
7	GONE WITH THE WIND PT. 1(S)	16.4	7,960
8	CHIPS	16.3	7,930
9	INCREDIBLE HULK#	16.0	7,760
10	THREE'S COMPANY	15.6	7,600
11	THAT'S INCREDIBLE	15.6	7,580
12	CBS WEDNESDAY NIGHT MOVIE	15.5	7,520
13	LOVE BOAT	14.9	7,250
14	SOAP	14.7	7,130
15	JEFFERSONS#	14.2	6,880
16	ABC SUNDAY NIGHT MOVIE	14.0	6,820
16	HOUSE CALLS	14.0	6,820

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	38.2	7,380
2	ARCHIE BUNKER'S PLACE#	27.1	5,240
3	ALICE#	26.6	5,140
4	DALLAS#	25.9	5,000
5	REAL PEOPLE	25.6	4,950
6	JEFFERSONS#	25.2	4,880
7	ONE DAY AT A TIME#	23.9	4,620
8	DUKES OF HAZZARD#	23.4	4,530
9	WALTONS	22.3	4,310
10	GONE WITH THE WIND PT. 1(S)	21.4	4,140
11	MAGNUM, P.I.	19.5	3,770
12	CBS WEDNESDAY NIGHT MOVIE	19.2	3,710
12	LOBO#	19.2	3,710
14	PROJECT PEACOCK(S)	19.1	3,700
15	CBS EVENING NEWS-RATHER	18.2	3,520
15	DIFF'RENT STROKES	18.2	3,520
17	M*A*S*H	18.2	3,510

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	17	178	188	A	12.5	21	973	1635	774	340	866	328	526	462	373	260	533	216	316	311	229	168	94^	58^	142	96^
FRI. 9.00P 120 ABC FF		94	97	B	13.7	22	1066	1818	720	318	818	351	541	460	360	204	620	269	418	382	282	147	195	99	185	136
9.00 - 9.30				A	12.7	20	988	1640	751	327	856	320	494	456	340	283	541	204	304	320	241	180	107^	74^	136	98^
9.30 - 10.00				A	12.2	20	949	1621	770	340	864	337	525	442	347	266	507	204	304	294	214	157	95^	67^	155	110^
10.00 - 10.30				A	12.7	21	988	1643	789	349	866	332	537	462	391	250	535	231	335	314	229	157	96^	58^	146	87^
10.30 - 11.00				A	12.4	22	965	1641	790	342	870	318	543	488	417	238	552	223	324	317	235	176	82^	35^	137	91^
ABC NEWS CLOSEUP(S)			195	A	11.1	20	864	1620	592	208^	663	263^	400	343	275	201^	778	303	494	415	350	233^	139^	52v	40v	12v
2 THU. 10.00P 60 ABC DN			99																							
10.00 - 10.30				A	11.6	20	902	1661	620	223^	696	272	417	361	287	216^	771	296	482	408	347	236^	143^	64v	51v	18v
10.30 - 11.00				A	10.5	19	817	1581	564	191^	626	250^	379	327	262^	185^	790	316	514	426	354	230^	135^	40v	30v	6v
ABC NEWSBRIEF-M-F	118	186	188	A	16.6	26	1291	1857	742	321	815	336	509	438	355	238	658	301	437	364	262	168	190	101	194	126
1 M-TH 9.58P 1 ABC N		96	97	B	17.1	26	1330	1775	723	309	795	309	481	426	352	245	629	258	393	349	275	187	169	89	182	127
FRI. 8.58P 1																										
2 MTUTH 9.58P 1																										
2 WED. 9.57P 2																										
ABC NEWSBRIEF-SAT.	24	186	186	A	21.8	36	1696	1939	757	324	830	331	506	411	344	276	613	281	411	296	213	177	202	119	294	232
SAT. 9.58P 1 ABC N		96	98	B	22.4	37	1743	1980	787	324	869	331	519	447	368	289	573	228	357	304	248	177	220	135	318	243
ABC NEWSBRIEF-SUN.	24	177	183	A	12.3	19	957	2280	768	281	818	331	486	438	332	234	845	339	604	538	392	173	250	110^	367	246
SUN. 7.58P 1 ABC N		95	97	B	15.3	23	1190	2027	705	292	778	302	474	421	347	233	721	288	462	408	336	198	212	106	316	210
ABC SUNDAY NIGHT MOVIE	23	198	201	A	16.2	26	1260	1817	699	291	781	261	478	454	402	227	802	322	540	476	391	186	144	59^	90^	67^
1 SUN. 8.00P 238 ABC FF		99	99	B	19.3	29	1502	1895	729	329	811	341	549	476	377	195	737	324	512	454	336	167	190	88	157	111
2 SUN. 8.00P 208																										
8.00 - 8.30				A	15.4	23	1198	1894	694	279	777	258	477	441	384	226	790	282	519	515	398	194	184	78^	143	107
8.30 - 9.00				A	17.1	25	1330	1856	696	310	790	274	499	451	386	219	761	276	493	486	386	188	174	75^	131	96
9.00 - 9.30				A	17.3	25	1346	1824	663	315	748	259	474	445	383	205	813	352	560	450	377	179	163	70^	100	72^
9.30 - 10.00				A	16.9	25	1315	1854	688	309	763	250	476	454	404	211	838	354	567	480	401	184	146	64^	107	77^
10.00 - 10.30				A	16.3	26	1268	1759	669	256	748	229	446	442	406	225	821	344	585	490	410	169	120	44^	70^	43^
10.30 - 11.00				A	16.2	27	1260	1773	669	242	744	241	439	432	388	227	839	344	594	495	419	184	123	47^	67^	46^
11.00 - 11.30				A	15.5	32	1206	1757	756	289	824	288	495	458	425	250	798	318	515	457	385	208	99^	36^	36^	31^
11.30 - 12.00				A	13.8	39	1074	1845	863	431	991	330	565	570	519	329	679	297	432	347	288	183^	124^	65^	51v	47v
ABC WORLD NEWS TONIGHT	119	201	202	A	12.5	22	973	1594	721	272	781	196	344	327	389	363	624	150	287	312	335	259	72	42^	117	58^
M-F 6.30P 30 ABC N		99	99	B	12.7	22	988	1626	700	239	777	188	331	319	373	379	640	165	295	309	326	275	89	48	120	71
ABC WRLD NEWS TONIGHT-SUN	22	152	155	A	11.3	21	879	1892	672	229	747	184	352	365	370	308	830	223	475	456	452	282	143	42^	172	132^
SUN. 6.30P 30 ABC N		84	83	B	9.3	16	724	1731	746	236	797	197	354	366	365	366	689	201	350	323	319	284	105	46	140	90
ALICE	17	193		A	25.3	37	1968	1819	775	299	814	255	433	421	373	313	629	180	322	300	322	260	151	71^	225	161
1 SUN. 9.00P 30 CBS CS		99		B	23.3	33	1813	1817	811	292	883	247	430	403	401	384	598	158	287	282	291	263	151	79	185	130
ALOHA PARADISE	3	199		A	17.6	27	1369	1839	752	312	862	403	555	465	331	250	629	267	381	318	250	195	207	133^	141^	64^
1 WED. 9.00P 60 ABC CS		98		B	18.6	28	1447	1762	748	358	837	324	507	429	351	279	606	233	337	280	257	222	159	101	160	109
9.00 - 9.30				A	17.3	26	1346	1837	744	299	852	395	547	451	327	252	614	263	377	310	244	188	201	133^	170^	82^
9.30 - 10.00				A	17.9	27	1393	1835	762	323	873	409	561	476	338	249	643	272	386	325	253	200	206	131^	113^	47^
ARCHIE BUNKER'S PLACE	16	193		A	19.9	30	1548	1791	776	313	815	265	382	335	312	372	644	179	274	246	275	338	128^	54^	204	105^
1 SUN. 8.00P 30 CBS CS		97		B	21.8	32	1696	1825	798	299	883	231	396	376	402	409	654	156	289	294	324	307	119	63	169	120
BARBARA MANDRELL	15	191	188	A	14.5	24	1128	2110	788	239	878	260	439	410	413	375	743	222	395	405	354	260	133	55^	356	225
SAT. 8.00P 60 NBC GV		97	97	B	16.8	28	1307	2001	787	299	878	230	432	422	438	368	724	204	378	366	374	272	125	57	274	176
8.00 - 8.30				A	14.3	25	1113	2062	793	230	895	258	441	400	422	396	709	204	367	375	334	264	108	50^	350	222
8.30 - 9.00				A	14.7	24	1144	2146	777	246	858	259	433	419	406	354	768	236	416	431	369	251	160	61^	360	227

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BARNEY MILLER	17	193	188	A	17.0	26	1323	1711	692	277	744	286	438	400	326	243	555	214	344	319	242	171	245	141	167	102
THU. 9.00P 30 ABC CS		96	97	B	18.9	29	1470	1761	723	311	789	325	494	430	340	224	598	257	396	346	260	163	184	96	190	137
BENSON	19	184	189	A	14.6	24	1136	1779	703	300	797	228	409	400	368	322	612	221	358	311	279	205	141	86^	229	160
FRI. 8.00P 30 ABC CS		93	95	B	16.4	27	1276	1813	774	321	851	274	463	440	406	309	550	178	301	285	270	196	168	98	244	174
BIG EVENT	23	202	198	A	18.9	29	1470	1928	761	342	832	327	555	506	399	215	831	339	568	513	407	189	104	53^	161	127
SUN. 9.00P 120 NBC FV		99	99	B	19.0	29	1478	1919	717	316	795	330	530	460	365	200	786	343	546	470	363	180	177	79	161	113
9.00 - 9.30				A	19.2	28	1494	2000	744	332	816	312	522	486	378	230	838	354	566	522	400	188	126	64^	220	158
9.30 - 10.00				A	19.3	29	1502	1879	721	329	799	314	528	488	385	211	829	336	558	503	408	200	94	53^	157	118
10.00 - 10.30				A	18.9	30	1470	1923	783	353	850	350	588	521	400	204	837	337	577	518	412	188	100	49^	136	115
10.30 - 11.00				A	18.4	30	1432	1876	781	347	849	334	574	523	420	208	807	327	569	505	400	174	89	44^	131	116
BJ AND THE BEAR	9	193	201	A	17.3	26	1346	2008	746	291	791	269	440	392	333	291	779	281	442	413	370	249	157	65^	281	170
1 TUE. 9.00P 60 NBC A		97	99	B	18.7	28	1455	2002	689	257	752	258	418	362	324	278	759	269	447	390	360	248	199	73	292	194
2 TUE. 8.00P 60																										
8.00 - 8.30				A	16.1	25	1253	2038	697	223	779	281	410	324	259	326	719	291	387	307	271	267	212	94^	328	195
8.30 - 9.00				A	17.5	26	1362	2004	643	212	701	252	376	299	233	288	738	285	393	330	280	271	209	105^	356	220
9.00 - 9.30				A	17.5	26	1362	1996	826	349	847	272	495	471	423	276	820	259	491	511	473	220	92^	22v	237	137^
9.30 - 10.00				A	18.2	27	1416	1948	803	365	821	261	464	460	412	271	822	288	485	481	431	242	107^	39v	198	126^
BOSOM BUDDIES	16	189	184	A	16.1	24	1253	1946	735	330	804	329	559	448	362	212	525	230	350	301	216	140	259	148	358	210
THU. 8.30P 30 ABC CS		95	97	B	17.9	27	1393	1976	692	327	768	351	535	433	321	177	597	292	435	361	244	123	260	145	351	247
BRADY BRIDES	3	169	177	A	14.4	23	1120	1855	685	216	814	302	462	339	310	291	553	165	273	256	239	213	164	95^	324	244
FRI. 8.30P 30 NBC CS		94	95	B	14.5	23	1128	1891	686	231	806	308	480	355	322	273	543	176	284	261	244	199	176	97	366	264
BUCK ROGERS-25TH CENTURY	8	178	186	A	16.0	25	1245	2038	624	237	679	316	444	377	251	180	677	324	514	447	294	106	208	78^	474	317
THU. 8.00P 60 NBC SF		94	96	B	15.5	23	1206	2094	646	271	702	308	503	427	308	151	672	312	504	446	312	111	239	82	481	314
8.00 - 8.30				A	15.3	24	1190	1989	612	235	670	306	426	358	241	193	660	306	495	436	292	111	206	82^	453	304
8.30 - 9.00				A	16.8	25	1307	2064	627	236	679	324	458	390	258	165	687	339	528	450	293	103	209	73^	489	326
BUGS BUNNY BUSTIN OUT(S)			193	A	19.2	31	1494	1977	513	177	580	307	423	336	205	135^	472	219	350	259	214	103^	180	95^	745	359
2 FRI. 8.30P 30 CBS EA			97																							
CARNIVAL OF THRILLS(S)			196	A	23.1	38	1797	2043	591	223	663	247	392	331	318	232	568	242	366	310	269	157	238	97^	574	398
2 FRI. 9.00P 120 CBS CS			98																							
9.00 - 9.30				A	22.2	36	1727	2108	586	225	651	251	394	333	297	227	567	227	352	291	264	177	214	89^	676	438
9.30 - 10.00				A	22.3	37	1735	2121	602	233	669	253	399	343	316	232	564	225	360	308	280	163	214	87^	674	447
10.00 - 10.30				A	24.5	41	1906	1984	587	218	666	242	385	321	331	238	558	242	367	304	268	145	257	102^	503	371
10.30 - 11.00				A	23.5	41	1828	1955	585	215	661	240	389	326	323	229	581	266	385	332	272	147	262	108^	451	340
CBS EVENING NEWS-RATHER	120	197	197	A	15.0	26	1167	1584	704	229	786	166	301	320	366	403	654	143	298	310	342	301	65	29^	79	50
M-F 6.30P 30 CBS N		99	99	B	15.6	27	1214	1577	708	217	770	149	286	323	376	401	635	134	279	287	331	302	79	38	93	58
CBS EVENING NEWS-DEAN	15		169	A	10.2	19	794	1639	787	212^	848	169^	315	295^	366	482	711	136^	252^	321	352	390	10v	10v	70v	27v
2 SUN. 6.30P 30 CBS N			92	B	10.6	18	825	1648	735	265	818	180	315	320	369	435	670	154	293	313	332	318	58	25	102	64
CBS SAT. NEWS-SCHIEFFER	25	149	148	A	10.2	20	794	1500	696	181	747	111^	237	265	346	440	634	118^	204	207	318	370	38^	14v	81^	58^
SAT. 6.30P 30 CBS N		85	85	B	10.9	21	848	1594	717	197	776	134	265	290	362	438	664	145	271	274	330	333	65	29	89	54
CBS TUESDAY NIGHT MOVIES	14	190	184	A	15.7	25	1221	1602	691	313	793	250	455	447	413	258	639	168	372	352	364	213	103	68^	67^	33^
TUE. 9.00P 120 CBS FF		99	96	B	18.4	28	1432	1730	759	294	858	321	531	464	390	260	608	222	374	352	303	173	149	84	115	74
9.00 - 9.30				A	15.0	22	1167	1608	696	313	780	228	425	432	409	280	617	153	349	333	355	220	118	60^	93^	48^
9.30 - 10.00				A	15.6	24	1214	1619	686	307	774	235	439	450	411	251	663	169	386	372	387	219	102	67^	80^	45^
10.00 - 10.30				A	16.1	26	1253	1609	692	310	806	267	479	457	417	248	649	181	383	356	362	206	100	78^	54^	25^
10.30 - 11.00				A	16.0	28	1245	1571	695	322	810	268	473	448	413	253	629	170	371	347	350	209	92^	66^	40^	15v

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS WEDNESDAY NIGHT MOVIE	17	189	188	A	20.3	32	1579	1728	696	238	783	296	446	418	354	249	757	287	477	394	365	235	88	45^	100	58^
WED. 9.00P 120 CBS FF		99	99	B	18.1	29	1408	1754	737	289	828	302	504	448	397	252	653	234	395	374	322	200	149	72	124	84
9.00 - 9.30				A	18.8	28	1463	1781	694	237	782	284	430	399	354	263	732	257	426	348	360	254	121	57^	146	97
9.30 - 10.00				A	19.9	30	1548	1707	694	245	789	301	451	423	356	248	736	261	446	369	364	241	82	43^	100	54^
10.00 - 10.30				A	21.5	36	1673	1712	697	238	779	300	451	427	353	239	770	301	509	423	370	222	86	43^	77	46^
10.30 - 11.00				A	21.2	38	1649	1685	687	225	764	290	437	415	345	238	773	315	507	425	359	222	71^	39^	77	38^
CHIPS	13	212	207	A	21.4	31	1665	2181	701	300	761	303	489	438	327	220	740	299	476	425	353	186	175	103	505	340
SUN. 8.00P 60 NBC OP		99	99	B	20.2	29	1572	2271	713	282	802	332	525	443	341	220	754	325	527	461	348	170	236	91	479	320
8.00 - 8.30				A	20.2	30	1572	2228	722	313	782	312	501	446	330	229	742	298	476	427	354	188	188	103	516	343
8.30 - 9.00				A	22.5	32	1751	2143	685	288	742	294	478	433	326	210	737	300	476	424	356	182	165	103	499	336
CONCRETE COWBOYS	2	175	174	A	11.2	19	871	1948	718	314	795	261	476	422	357	267	695	249	405	361	347	235	129^	80^	329	192
SAT. 9.00P 60 CBS A		96	95	B	11.2	19	871	1948	718	314	795	261	476	422	357	267	695	249	405	361	347	235	129	80	329	192
9.00 - 9.30				A	11.3	19	879	1916	707	310	784	245	458	412	351	274	686	251	396	347	333	240	121^	77^	325	197
9.30 - 10.00				A	11.2	19	871	1953	717	309	794	273	486	431	359	252	695	246	410	369	354	228	138^	83^	326	187
DALLAS	17	204		A	32.3	55	2513	1711	836	352	898	330	504	462	390	315	619	246	357	338	262	199	56^	30^	138	97
1 FRI. 10.00P 60 CBS GD		99		B	35.4	58	2754	1862	831	314	914	350	544	482	400	298	628	244	378	339	280	203	153	88	167	130
10.00 - 10.30				A	32.5	54	2529	1716	845	348	901	335	507	468	388	312	613	244	352	340	258	197	60^	31^	142	94
10.30 - 11.00				A	32.1	57	2497	1702	826	355	894	322	503	456	393	317	627	251	363	339	262	201	49^	29^	132	98
DIFF'RENT STROKES	17	195	209	A	18.6	27	1447	1906	737	324	814	229	408	385	368	322	566	152	278	235	286	244	235	107	291	219
WED. 9.00P 30 NBC CS		98	99	B	20.6	31	1603	1930	756	296	814	247	428	399	378	313	570	170	313	291	278	213	242	111	304	229
DISNEY'S WONDERFUL WORLD	17	205	211	A	14.1	22	1097	2281	696	311	796	328	504	463	331	226	723	305	451	404	342	210	131	83^	631	378
SUN. 7.00P 60 NBC FV		99	99	B	15.7	24	1221	2378	662	285	741	330	504	437	312	190	682	299	485	416	316	159	254	108	701	428
7.00 - 7.30				A	12.8	21	996	2222	672	308	778	309	480	442	329	234	722	302	444	398	344	213	127	74^	595	355
7.30 - 8.00				A	15.3	24	1190	2337	720	315	814	344	524	484	334	220	724	308	458	416	344	203	131	89^	668	399
DUKES OF HAZZARD	16	202		A	29.5	47	2295	1915	691	269	732	261	416	370	325	270	607	214	361	341	320	198	125	52^	451	296
1 FRI. 9.00P 60 CBS CS		99		B	27.6	44	2147	2138	725	270	793	290	472	417	364	263	635	221	381	342	322	209	197	97	513	363
9.00 - 9.30				A	28.5	46	2217	1950	665	240	706	250	398	351	310	263	624	224	380	359	326	197	127	51^	493	319
9.30 - 10.00				A	30.4	49	2365	1884	718	296	758	275	436	387	338	275	592	206	347	324	312	198	120	51^	414	273
DYNASTY	8	199	197	A	17.9	27	1393	1757	755	335	849	357	550	499	395	204	711	279	434	392	339	189	97	23^	100	56^
MON. 9.00P 60 ABC GD		99	99	B	18.3	27	1424	1726	773	329	839	321	516	483	383	242	654	261	380	362	295	195	135	73	98	65
9.00 - 9.30				A	17.1	25	1330	1769	749	336	846	351	547	502	396	204	711	269	419	398	345	196	87^	25^	125	72^
9.30 - 10.00				A	18.8	28	1463	1725	754	327	842	359	549	493	392	200	705	290	445	380	326	184	104	21^	74^	37^
EIGHT IS ENOUGH	15	186		A	16.0	24	1245	2075	782	348	898	415	620	493	363	218	545	259	356	284	201	143^	294	177^	338	188^
1 WED. 8.00P 60 ABC CS		97		B	17.7	27	1377	1916	775	321	870	383	559	466	333	249	501	217	309	250	188	160	226	154	319	214
8.00 - 8.30				A	15.0	23	1167	2078	790	335	906	411	619	497	378	218	549	254	356	274	204	150^	266	167^	357	205
8.30 - 9.00				A	17.0	25	1323	2064	773	357	890	417	617	493	349	217	541	260	357	291	202	139^	314	186	319	173^
ENOS	14	128	189	A	14.9	22	1159	2002	685	273	738	222	358	356	348	304	703	283	387	310	298	256	141	59^	420	268
WED. 8.00P 60 CBS CS		86	96	B	17.2	26	1338	2144	695	264	750	251	433	395	366	259	684	251	425	379	347	206	230	95	480	313
8.00 - 8.30				A	14.4	22	1120	1996	687	266	743	226	368	360	349	305	684	259	363	302	296	265	142	58^	427	265
8.30 - 9.00				A	15.4	23	1198	1998	686	276	734	218	350	354	348	300	715	301	405	318	300	246	138	58^	411	267
FACTS OF LIFE	14	191	203	A	16.8	25	1307	1854	774	350	864	265	464	406	384	317	519	141	264	226	264	215	243	106	228	177
WED. 9.30P 30 NBC CS		96	98	B	19.3	30	1502	1935	770	308	846	273	470	426	385	302	553	166	304	286	269	205	271	134	265	201
FANTASY ISLAND	20	194	196	A	20.2	36	1572	1878	748	355	841	385	578	473	323	227	610	278	426	327	240	152	236	147	191	129
SAT. 10.00P 60 ABC A		98	99	B	20.9	37	1626	1880	754	331	839	342	536	457	358	250	585	242	378	321	250	168	220	128	236	188
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
FANTASY ISLAND-CONT'D																										
10.00 - 10.30				A	20.4	36	1587	1876	755	353	850	392	583	478	319	229	608	286	432	323	236	148	225	145	193	133
10.30 - 11.00				A	19.9	37	1548	1884	740	356	831	377	571	471	328	224	614	269	422	332	247	158	249	151	190	126
FLAMINGO ROAD	10	200	198	A	17.8	29	1385	1763	825	295	883	345	516	436	348	294	667	240	348	330	275	240	129	73^	84^	45^
1 TUE. 10.00P 60 NBC GD		99	99	B	16.8	27	1307	1734	760	291	820	301	480	430	371	264	699	246	390	366	321	243	134	72	81	48
2 TUE. 9.00P 120																										
9.00 - 9.30				A	17.8	27	1385	1813	790	280	852	312	481	397	327	306	669	201	315	308	294	289	126^	60^	166^	87^
9.30 - 10.00				A	18.0	29	1400	1787	832	281	872	311	491	421	345	304	667	209	311	302	272	286	122^	63^	126^	64^
10.00 - 10.30				A	18.1	29	1408	1738	823	293	883	360	524	447	348	286	661	251	358	342	274	218	127	73^	67^	36^
10.30 - 11.00				A	17.3	30	1346	1756	849	316	913	369	548	458	360	293	671	267	376	346	269	211	132	83^	40^	24^
FLAMINGO ROAD(B)		190		A	15.1	25	1175	1737	911	385	954	391	538	439	399	310	540	144^	240	264	290	226	139^	70^	104^	46v
1 MON. 10.00P 60 NBC GD		97																								
10.00 - 10.30				A	15.5	25	1206	1769	927	386	975	382	543	446	412	329	544	152^	245	257	281	233	144^	73^	106^	47v
10.30 - 11.00				A	14.6	25	1136	1703	898	385	933	398	535	433	389	291	533	133^	230	272	302	218	135^	67^	102^	47v
FLO	2	179	180	A	14.8	25	1151	1811	743	315	829	251	431	386	373	329	565	177	302	268	264	229	168	95^	249	155
SAT. 8.30P 30 CBS CS		95	94	B	14.8	25	1151	1811	743	315	829	251	431	386	373	329	565	177	302	268	264	229	168	95	249	155
GANGSTER CHRONICLES	5	186	191	A	10.6	18	825	1881	672	268	732	209	350	408	371	277	858	239	455	508	455	294	162	51^	129^	92^
SAT. 9.00P 60 NBC GD		97	97	B	12.1	20	941	1911	689	268	754	231	395	429	392	257	846	258	470	508	458	260	166	62	145	107
9.00 - 9.30				A	10.7	18	832	1869	676	263	731	208	344	400	364	284	838	221	441	496	456	288	157	47^	143^	100^
9.30 - 10.00				A	10.6	18	825	1865	662	274	725	212	354	410	370	263	867	252	463	515	451	296	163	51^	110^	80^
GONE WITH THE WIND PT. 1(S)			201	A	26.7	40	2077	1918	914	417	1015	368	598	506	455	319	629	259	384	303	276	199	165	129	109^	84^
2 SUN. 8.00P 180 CBS FF			99																							
8.00 - 8.30				A	26.4	39	2054	2008	926	444	1032	382	608	504	467	311	639	257	390	301	281	203	171	133	166	114^
8.30 - 9.00				A	26.7	38	2077	1940	921	432	1024	386	605	495	452	314	613	252	382	311	272	184	156	123	147	108^
9.00 - 9.30				A	26.8	38	2085	1903	921	394	1021	369	601	504	449	325	616	249	367	294	272	199	171	138	95^	78^
9.30 - 10.00				A	27.2	40	2116	1904	901	396	1005	365	598	503	448	320	621	259	375	284	266	206	176	136	102^	78^
10.00 - 10.30				A	27.0	42	2101	1898	909	408	1007	354	594	516	454	324	642	266	389	313	285	203	170	130	79^	66^
10.30 - 11.00				A	26.1	43	2031	1857	898	423	996	351	584	520	463	316	641	271	398	315	277	201	152	117	68^	59^
GREATEST AMERICAN HERO	1		200	A	23.8	35	1852	2222	660	320	707	349	533	453	311	127^	655	378	553	465	253	46^	338	167	522	364
2 WED. 8.00P 120 ABC A			99	B	23.8	35	1852	2222	660	320	707	349	533	453	311	127	655	378	553	465	253	46	338	167	522	364
8.00 - 8.30				A	22.4	34	1743	2227	661	318	711	366	530	432	289	136^	636	347	525	444	265	57^	330	165	550	378
8.30 - 9.00				A	24.1	35	1875	2229	645	301	686	341	528	448	301	116^	620	350	524	437	248	49^	344	168	579	392
9.00 - 9.30				A	25.4	37	1976	2227	654	321	703	336	530	456	323	129	670	399	584	490	251	35^	353	170	501	360
9.30 - 10.00				A	23.4	35	1821	2194	676	337	726	351	546	465	331	132	691	412	581	485	255	44^	317	163	460	326
HAPPY DAYS	17	186	198	A	20.5	31	1595	2105	742	295	817	349	562	440	356	202	543	232	381	282	238	126	282	171	463	311
TUE. 8.00P 30 ABC CS		96	98	B	21.3	32	1657	2007	679	312	767	343	528	429	323	193	526	235	357	291	221	137	253	143	461	317
HARPER VALLEY	9	169	180	A	15.6	26	1214	1814	741	240	827	250	397	312	343	370	593	150	248	261	260	263	128	57^	266	188
FRI. 8.00P 30 NBC CS		95	95	B	17.6	29	1369	1936	780	277	872	268	436	368	391	368	635	167	289	273	310	288	131	62	298	212
HART TO HART	16	180	203	A	18.1	30	1408	1647	717	243	776	278	491	450	373	232	627	296	444	347	255	150	139	91	105	82^
TUE. 10.00P 60 ABC PD		97	99	B	20.0	32	1556	1712	734	290	808	317	517	458	368	229	637	286	426	354	267	173	170	93	97	68
10.00 - 10.30				A	18.4	30	1432	1658	721	253	784	288	497	447	370	231	613	291	432	335	252	146	147	97	114	89
10.30 - 11.00				A	17.9	31	1393	1617	705	229	758	263	480	448	372	231	632	297	451	359	257	149	132	85^	95	72^
HILL STREET BLUES	10	194	195	A	11.3	20	879	1695	657	293	680	235	415	412	356	187	790	307	522	498	369	209	146	43^	79^	71^
SAT. 10.00P 60 NBC OP		97	97	B	13.9	25	1081	1799	681	308	730	252	441	428	374	205	818	302	512	476	412	227	147	42	104	80
10.00 - 10.30				A	11.2	20	871	1734	674	304	691	230	417	421	366	194	813	309	538	516	395	215	152	46^	78^	72^
10.30 - 11.00				A	11.3	21	879	1660	652	286	676	241	417	409	350	181	767	306	508	484	345	201	136	37^	81^	69^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
HOUSE CALLS							17	191	199	A	22.1	33	1719	1731	751	343	836	304	524	472	388	236	645	233	396	364	312	200	148	89	102	81
		MON.	9.30P	30	CBS	CS		99	98	B	22.4	33	1743	1744	771	328	846	320	506	451	380	274	617	251	383	330	275	188	156	82	125	92
I'M A BIG GIRL NOW							18	184	190	A	13.7	22	1066	1674	718	317	802	235	380	364	353	350	558	168	278	271	247	230	109^	67^	205	137
		FRI.	8.30P	30	ABC	CS		93	93	B	15.9	26	1237	1795	779	325	862	282	460	438	402	316	546	174	298	293	268	196	158	97	229	165
INCREDIBLE HULK							14	198		A	19.8	32	1540	2015	585	308	655	244	409	356	296	196	737	338	503	419	325	181	162	41^	461	284
	1	FRI.	8.00P	60	CBS	SF		99		B	17.9	29	1393	2141	676	282	764	291	465	414	334	239	692	272	446	392	324	199	176	84	509	310
			8.00 - 8.30							A	17.8	29	1385	1983	580	317	641	246	405	361	290	181	722	333	491	410	315	175	153^	40v	467	283
			8.30 - 9.00							A	21.8	34	1696	2035	588	299	662	236	407	354	304	206	749	344	513	425	331	186	169	43^	455	282
JEFFERSONS							17	193		A	25.9	39	2015	1859	767	289	816	257	431	415	375	314	632	197	342	318	323	242	170	86^	241	161
	1	SUN.	9.30P	30	CBS	CS		99		B	23.6	35	1836	1808	826	310	897	262	461	428	414	362	601	176	302	284	284	253	168	87	142	104
KNOTS LANDING							15	196	195	A	19.5	34	1517	1539	748	247	848	311	490	417	377	301	530	223	310	263	214	173	108	77^	53^	35^
		THU.	10.00P	60	CBS	GD		99	98	B	18.9	31	1470	1713	800	308	897	351	539	459	391	286	573	222	346	291	254	185	142	88	101	68
			10.00 - 10.30							A	19.8	33	1540	1538	747	248	842	303	477	413	376	306	531	213	303	263	223	180	107	74^	58^	39^
			10.30 - 11.00							A	19.1	35	1486	1542	755	247	858	319	501	422	378	300	529	233	314	262	206	167	108	82	47^	29^
LAVERNE & SHIRLEY							16	189	207	A	20.3	30	1579	2160	756	309	836	369	602	471	374	177	551	253	402	294	235	119	292	180	481	341
		TUE.	8.30P	30	ABC	CS		96	99	B	21.0	31	1634	1993	696	335	783	367	556	451	323	181	516	241	363	299	211	123	236	140	458	312
LEGENDS OF THE WEST(S)									186	A	10.3	16	801	2404	820	316	851	313	479	430	377	267^	943	383	693	555	442	195^	267^	94^	343	235^
	2	SUN.	7.00P	60	ABC	DO			98																							
			7.00 - 7.30							A	10.3	17	801	2449	846	304	880	316	493	424	385	289^	972	387	693	539	450	225^	245^	98^	352	240^
			7.30 - 8.00							A	10.3	16	801	2348	793	325	820	305	463	434	367	247^	908	373	688	568	434	166^	289^	92^	331	227^
LITTLE HOUSE-PRAIRIE							23	214		A	21.6	32	1680	1970	925	317	1009	420	563	435	344	377	483	171	268	250	227	182	148	105^	330	193
	1	MON.	8.00P	120	NBC	GD		99		B	22.9	33	1782	1952	831	302	921	338	494	425	353	363	533	168	271	249	238	229	163	108	335	206
			8.00 - 8.30							A	21.1	31	1642	1978	944	307	1018	411	555	420	348	399	465	160	241	224	228	192	122^	86^	373	209
			8.30 - 9.00							A	22.6	33	1758	1941	903	312	990	403	545	419	342	375	454	155	250	227	223	175	129^	96^	368	207
			9.00 - 9.30							A	21.8	32	1696	1994	914	310	1003	425	564	440	335	371	520	189	297	273	236	187	162	118^	309	187
			9.30 - 10.00							A	21.1	31	1642	1944	930	338	1019	438	587	457	353	364	490	183	284	274	218	169	171	117^	264	163
LOBO							9	180		A	18.6	28	1447	1926	780	312	809	253	438	397	356	319	741	210	385	427	395	258	43^	LT	333	186
	1	TUE.	8.00P	60	NBC	A		94		B	18.6	27	1447	1991	748	254	801	223	412	380	385	321	749	205	381	372	385	301	131	42	310	193
			8.00 - 8.30							A	18.0	27	1400	1894	766	301	794	237	417	382	353	326	731	210	377	417	385	259	34v	LT	335	178
			8.30 - 9.00							A	19.3	28	1502	1939	787	318	817	264	450	408	357	312	743	204	386	436	401	254	52^	LT	327	193
LOU GRANT							18	196	197	A	19.7	33	1533	1535	710	278	789	255	435	428	368	284	605	193	339	335	298	221	85	51^	56^	46^
		MON.	10.00P	60	CBS	GD		99	99	B	19.1	31	1486	1574	747	296	819	327	507	460	358	246	581	244	360	315	248	180	123	65	51	36
			10.00 - 10.30							A	20.1	33	1564	1559	708	287	791	260	439	429	368	280	610	197	353	343	305	212	90	54^	68^	54^
			10.30 - 11.00							A	19.2	34	1494	1515	711	267	785	245	424	427	369	290	603	192	329	328	293	229	82	52^	45^	37^
LOVE BOAT							21	193	192	A	23.3	39	1813	1887	750	291	819	317	485	387	333	286	590	262	400	291	219	171	178	119	300	235
		SAT.	9.00P	60	ABC	CS		97	98	B	24.6	41	1914	1972	777	314	861	319	505	440	367	293	566	223	353	298	247	175	206	125	339	250
			9.00 - 9.30							A	22.5	38	1751	1911	751	281	816	317	485	386	329	283	596	264	405	298	221	172	184	123	315	244
			9.30 - 10.00							A	24.1	40	1875	1859	748	300	820	316	485	389	336	290	582	260	392	283	214	169	173	116	284	226
MAGNUM, P.I.							12	196	191	A	22.2	34	1727	1687	743	251	820	242	429	409	384	325	597	204	339	307	289	219	100	66^	170	129
		THU.	9.00P	60	CBS	PD		99	97	B	21.1	32	1642	1828	777	294	874	276	474	444	419	322	674	206	358	343	335	254	121	66	159	107
			9.00 - 9.30							A	21.7	33	1688	1696	743	248	817	237	420	404	387	327	595	198	331	298	294	229	96	60^	188	144
			9.30 - 10.00							A	22.7	35	1766	1669	743	252	821	247	435	414	382	321	594	207	344	316	284	208	104	71	150	113
M*A*S*H							17	190	198	A	25.3	37	1968	1849	736	353	817	322	523	454	360	224	677	274	448	406	314	178	180	93	175	127
		MON.	9.00P	30	CBS	CS		99	98	B	25.8	37	2007	1845	758	333	830	332	511	448	358	260	640	267	413	360	290	181	182	87	193	136

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
MORK & MINDY							18	194	185	A	16.0	25	1245	1992	701	322	791	339	558	455	354	199	572	267	403	333	217	145	221	130	408	249
		THU.	8.00P	30	ABC	CS		95	97	B	17.9	28	1393	2009	682	322	758	348	533	434	321	169	597	289	430	353	243	129	251	139	403	277
NBC MAGAZINE							19	161	159	A	8.2	14	638	1563	641	185^	706	169^	303	336	331	314	655	154^	321	347	315	272	146^	71^	56^	32v
		FRI.	10.00P	60	NBC	DN		93	88	B	8.2	14	638	1574	676	248	734	172	367	379	400	296	672	159	341	357	371	271	101	38	67	47
			10.00 - 10.30							A	8.5	14	661	1569	649	213	722	188	337	359	333	300	650	149^	309	333	315	273	143^	76^	54^	31v
			10.30 - 11.00							A	7.9	14	615	1546	629	153^	684	146^	266	312	326	325	663	159^	333	362	316	273	145^	65^	54^	34v
NBC MONDAY NIGHT MOVIES							21		197	A	13.8	22	1074	1743	897	313	1016	331	615	513	499	320	537	167^	293	268	264	199^	100^	70^	90^	71^
	2	MON.	9.00P	120	NBC	FF			98	B	19.3	29	1502	1750	776	311	869	322	514	457	392	274	598	212	357	315	283	199	150	83	133	89
			9.00 - 9.30							A	13.1	20	1019	1799	893	288	1000	314	611	482	477	320	559	187^	282	235	252	227^	145^	98^	95^	70^
			9.30 - 10.00							A	13.1	20	1019	1742	874	282	991	339	629	510	464	288	554	197^	319	291	249	187^	95^	60^	102^	76^
			10.00 - 10.30							A	14.6	24	1136	1718	898	336	1026	334	609	510	510	332	536	162^	292	285	275	191^	79^	62^	77^	63^
			10.30 - 11.00							A	14.5	26	1128	1708	915	334	1040	338	613	536	531	340	501	132^	282	261	268	192^	79^	59^	88^	73^
NBC NEWS UPDATE-M-F							118	168	177	A	15.2	23	1183	1951	767	274	848	302	456	378	326	324	658	217	353	330	298	234	153	75	292	200
	1	MON.	9.15P	2	NBC	N		92	92	B	17.4	26	1354	1893	739	271	806	259	429	386	361	309	653	207	352	331	312	244	154	71	280	185
	1	TU-F	8.58P	1																												
	2	M-F	8.58P	1																												
NBC NEWS UPDATE-SAT.							24	174	167	A	11.8	19	918	2258	786	249	842	271	425	425	382	338	867	264	486	501	423	273	188	75^	361	246
		SAT.	8.58P	1	NBC	N		93	90	B	13.4	22	1043	1950	772	284	839	217	406	398	411	355	733	206	374	375	377	279	135	53	243	157
NBC NEWS UPDATE-SUN.							24	184	177	A	18.3	26	1424	2119	686	292	733	292	466	415	318	212	742	312	466	430	358	176	151	98	493	322
		SUN.	8.58P	1	NBC	N		95	93	B	20.1	29	1564	2124	689	296	771	304	500	433	351	212	803	325	535	472	382	202	209	85	341	237
NBC NEWS UPDATE-2-M-F							8	169	176	A	12.2	19	949	1813	789	302	887	287	490	423	409	310	651	226	344	330	283	238	138	53^	137	90
	1	TUE.	9.58P	1	NBC	N		87	90	B	12.6	20	980	1764	764	302	843	271	472	423	399	295	626	197	342	333	312	226	151	75	144	100
	1	THU.	9.51P	1																												
	2	MON.	9.55P	1																												
	2	W & F	9.58P	1																												
NBC NEWS UPDATE-2-SAT.							1	179		A	9.3	15	724	1798	696	282^	710	214^	383	401	377	246^	821	262^	467	502	433	260^	154^	51v	113^	88^
	1	SAT.	9.58P	1	NBC	N		91		B	9.3	15	724	1798	696	282	710	214	383	401	377	246	821	262	467	502	433	260	154	51	113	88
NBC NEWS UPDATE-2-SUN.							2		181	A	15.4	23	1198	2109	750	338	820	384	601	528	335	164^	837	363	565	500	373	191^	123^	64^	329	263
	2	SUN.	9.48P	1	NBC	N			89	B	14.7	22	1144	2114	746	342	820	427	621	507	302	161	819	413	620	505	329	138	180	62	295	240
NBC NIGHTLY NEWS-SAT.							21	140	154	A	8.4	16	654	1500	609	236	708	138^	258	249	378	375	630	124^	253	328	366	302	26v	26v	136^	93^
		SAT.	6.30P	30	NBC	N		81	85	B	9.8	18	762	1687	704	228	780	186	309	288	339	399	707	148	288	321	358	336	81	29	119	74
NBC NIGHTLY NEWS-SUN.							15	144	156	A	9.2	17	716	1750	702	226	812	224	348	322	346	371	761	152^	255	318	415	364	39v	11v	138^	85^
		SUN.	6.30P	30	NBC	N		83	83	B	8.7	15	677	1704	703	241	773	185	320	344	377	354	738	179	315	348	378	332	59	23	134	80
NBC NIGHTLY NEWS							118	208	208	A	12.8	22	996	1586	704	260	802	184	323	316	374	412	658	137	257	267	318	337	42^	26^	84	58^
		M-F	6.30P	30	NBC	N		99	99	B	13.3	23	1035	1614	711	239	776	178	318	307	358	395	667	160	288	284	308	328	65	31	106	69
NBC THURSDAY NIGHT MOVIES							19	174	174	A	12.9	21	1004	1750	668	273	781	354	513	390	306	207	737	368	511	388	282	156	136	51^	96^	57^
		THU.	9.00P	120	NBC	FF		92	94	B	17.6	28	1369	1797	726	278	803	300	496	434	377	236	690	255	424	395	335	199	164	80	140	98
			9.00 - 9.30							A	12.8	20	996	1762	696	251	789	360	516	373	303	220	685	354	476	371	261	134	142	55^	146	96^
			9.30 - 10.00							A	12.8	20	996	1727	703	267	818	367	533	382	320	226	691	357	469	361	254	149	124	51^	94^	55^
			10.00 - 10.30							A	13.5	23	1050	1770	638	275	751	338	501	395	301	186	795	393	561	405	297	172	145	48^	79^	42^
			10.30 - 11.00							A	12.5	23	973	1738	637	296	759	342	500	414	306	191	769	365	531	410	309	168	144	53^	66^	36^
NERO WOLFE							9	170	163	A	11.8	19	918	1767	747	301	850	251	433	408	397	325	670	164	311	341	332	269	133	73^	114^	70^
CONT'D																																

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NERO WOLFE-CONT'D																										
FRI. 9.00P 60 NBC PD		93	91	B	13.2	21	1027	1733	763	291	845	232	424	423	412	339	667	175	318	329	338	288	116	65	105	65
9.00 - 9.30				A	11.7	19	910	1773	748	300	847	248	431	401	399	324	656	160	298	335	324	266	141	75^	129^	81^
9.30 - 10.00				A	12.0	19	934	1731	737	298	840	246	426	410	393	324	670	164	315	342	332	269	125^	73^	96^	57^
NEWSBREAK-M-F	97	136	167	A	15.5	23	1206	1935	692	285	778	250	399	362	333	311	634	222	352	302	290	236	144	62	379	253
M-F 8.58P 1 CBS N		86	91	B	16.7	25	1299	1950	709	277	796	271	441	396	357	291	624	209	353	328	308	218	179	88	351	228
NEWSBREAK-SAT.	20	168	166	A	12.2	20	949	1884	740	329	836	273	448	388	375	315	585	193	313	269	267	225	204	114^	259	163
SAT. 8.58P 1 CBS N		91	90	B	13.5	22	1050	1913	727	273	804	276	442	402	367	293	648	245	371	346	292	216	157	67	304	200
NEWSBREAK-SUN.	20	180	188	A	22.6	32	1758	1962	909	418	1014	378	584	475	422	337	624	235	351	288	269	224	150	97	174	125
1 SUN. 8.58P 1 CBS N		95	95	B	21.6	31	1680	1899	800	320	893	276	466	411	406	353	628	192	317	288	292	262	175	97	203	144
2 SUN. 8.56P 2																										
ONE DAY AT A TIME	16	195		A	18.8	27	1463	1681	735	307	775	245	363	353	308	345	583	158^	237	217	242	316	113^	46^	210	122^
1 SUN. 8.30P 30 CBS CS		98		B	22.5	32	1751	1840	791	309	878	250	418	381	394	387	630	171	295	283	297	284	147	87	185	130
PALMERSTOWN	1		175	A	15.9	24	1237	1835	719	334	828	197	364	363	361	369	650	210	312	310	251	275	97^	46v	260	150^
2 TUE. 8.00P 60 CBS GD			98	B	15.9	24	1237	1835	719	334	828	197	364	363	361	369	650	210	312	310	251	275	97	46	260	150
8.00 - 8.30				A	15.6	24	1214	1843	717	343	832	187^	358	361	370	378	646	200	307	311	253	280	96^	48v	269	162^
8.30 - 9.00				A	16.2	24	1260	1817	717	322	821	204	367	368	350	358	647	212	314	303	251	271	99^	44v	250	138^
PROJECT PEACOCK(S)			215	A	15.2	23	1183	1885	895	341	1010	273	471	386	381	466	571	111^	186^	202	270	313	101^	80^	203	116^
2 MON. 8.00P 60 NBC FV			99																							
8.00 - 8.30				A	16.0	24	1245	1910	888	355	1003	279	480	392	369	458	594	120^	191	210	271	329	94^	71^	219	133^
8.30 - 9.00				A	14.4	21	1120	1847	901	323	1012	266	458	378	390	473	541	99^	179^	190^	266	296	110^	89^	184^	99^
QUINCY, M.E.	16	199	210	A	15.3	26	1190	1645	813	290	867	296	524	488	404	264	604	220	373	347	264	193	132	70^	42^	26v
WED. 10.00P 60 NBC OP		98	99	B	18.5	31	1439	1695	777	292	836	307	509	468	387	256	620	225	378	346	281	203	153	78	86	67
10.00 - 10.30				A	15.6	26	1214	1659	821	301	879	293	529	488	415	270	587	201	361	339	268	192	142	72^	51^	31^
10.30 - 11.00				A	15.0	27	1167	1615	805	276	851	294	514	486	392	258	622	238	386	357	260	194	115	65^	27^	17v
REAL PEOPLE	25	205	214	A	20.5	31	1595	1841	692	271	796	201	359	357	370	350	686	167	307	304	333	309	166	70^	193	136
WED. 8.00P 60 NBC PV		98	99	B	21.8	34	1696	1854	731	276	799	227	395	373	372	324	692	206	360	349	330	267	158	65	205	131
8.00 - 8.30				A	20.0	31	1556	1844	679	270	784	194	347	347	371	350	688	162	302	304	340	312	168	72^	204	136
8.30 - 9.00				A	21.1	31	1642	1823	695	265	795	202	364	363	367	345	680	170	310	299	324	306	168	70^	180	134
RIKER	2	179	186	A	12.6	23	980	1688	752	247	812	255	477	452	388	257	685	243	408	373	322	225	60^	43^	131	91^
SAT. 10.00P 60 CBS PD		96	97	B	12.6	23	980	1688	752	247	812	255	477	452	388	257	685	243	408	373	322	225	60	43	131	91
10.00 - 10.30				A	12.6	22	980	1705	760	251	820	259	492	465	394	253	692	240	409	373	329	227	59^	40^	134	92^
10.30 - 11.00				A	12.6	23	980	1658	739	239	801	252	463	438	378	259	678	247	406	371	313	222	55^	42^	124	87^
60 MINUTES	26	204	204	A	27.5	44	2140	1800	741	296	815	212	378	345	387	369	846	252	428	385	378	346	75	49^	64	41^
SUN. 7.00P 60 CBS DN		99	99	B	27.1	42	2108	1762	753	297	828	208	367	359	388	386	763	215	377	364	372	314	87	41	84	58
7.00 - 7.30				A	25.9	43	2015	1800	732	285	805	198	355	328	383	378	857	250	432	391	389	353	74	49^	64	41^
7.30 - 8.00				A	29.2	45	2272	1789	742	304	817	223	393	359	389	356	828	250	420	381	367	334	78	49^	66	41^
SOAP	2	194	194	A	16.8	28	1307	1686	706	316	783	382	603	512	351	118	708	408	546	403	232	110	152	60^	43^	26^
MON. 10.00P 60 ABC CS		99	98	B	16.8	28	1307	1686	706	316	783	382	603	512	351	118	708	408	546	403	232	110	152	60	43	26
10.00 - 10.30				A	17.2	28	1338	1692	711	313	783	377	596	504	346	123	692	399	531	400	223	108	172	58^	45^	30^
10.30 - 11.00				A	16.4	29	1276	1666	699	319	781	388	611	519	355	111	720	413	558	404	240	110	126	59^	39^	24v
TAXI	7	194	188	A	16.2	25	1260	1608	660	281	710	289	434	390	306	217	585	246	369	340	236	171	201	123	112	61^
THU. 9.30P 30 ABC CS		96	97	B	17.9	27	1393	1639	701	309	750	313	500	445	334	182	586	282	401	352	227	144	167	91	136	88

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
THAT'S INCREDIBLE	23	179	198	A	20.7	31	1610	1924	668	289	733	300	466	427	312	189	754	311	471	431	320	210	149	64^	288	209
MON. 8.00P 60 ABC PV		95	98	B	20.6	30	1603	1927	667	278	726	260	435	401	345	221	734	279	445	397	329	226	171	68	296	211
8.00 - 8.30				A	20.0	30	1556	1880	662	279	715	273	435	406	316	200	744	297	447	408	314	224	147	66^	274	203
8.30 - 9.00				A	21.3	31	1657	1967	676	300	753	328	497	451	309	177	762	323	492	453	326	197	150	60^	302	216
THAT'S MY LINE	5	118		A	9.6	14	747	1960	893	486	956	268^	488	488	510	372	580	98^	247^	251^	374	296^	189^	40v	235^	121^
1 TUE. 8.00P 60 CBS CV		85		B	14.9	22	1159	1752	765	298	880	242	409	378	408	391	587	140	273	294	322	251	121	72	164	98
8.00 - 8.30				A	9.1	14	708	2008	895	478	957	265^	478	488	510	381	594	110^	247^	249^	372	309^	184^	37v	273^	144^
8.30 - 9.00				A	10.2	15	794	1885	880	486	941	266^	488	477	503	362	559	86^	243^	247^	372	282^	189^	42v	196^	96^
THOSE AMAZING ANIMALS	23	188		A	11.9	19	926	2080	728	274	801	325	512	447	314	227^	591	210^	337	360	269	181^	185^	121^	503	334
1 SUN. 7.00P 60 ABC PV		95		B	13.8	21	1074	2114	717	273	797	288	474	420	351	258	697	258	420	393	332	215	210	108	410	266
7.00 - 7.30				A	11.4	19	887	2136	764	299	835	329	523	474	335	242^	594	210^	327	359	267	188^	169^	112^	538	363
7.30 - 8.00				A	12.4	19	965	2017	690	247	764	318	496	419	293	212^	585	213^	342	357	263	174^	197^	130^	471	308
THREE'S COMPANY	19	205	209	A	22.2	33	1727	2097	799	314	869	338	548	470	377	254	667	302	440	327	254	179	264	170	297	211
TUE. 9.00P 30 ABC CS		99	99	B	22.6	33	1758	1853	723	314	800	333	511	430	341	233	591	248	374	326	250	171	207	112	255	177
TOO CLOSE FOR COMFORT	17	206	209	A	21.0	32	1634	1884	768	289	840	316	522	453	383	254	618	273	405	305	247	170	229	144	197	137
TUE. 9.30P 30 ABC CS		99	99	B	21.0	31	1634	1747	722	304	795	315	500	428	354	234	588	244	370	327	253	171	193	107	171	117
TRAPPER JOHN, M.D.	13	191		A	21.0	34	1634	1458	749	280	793	281	434	420	333	287	488	163	248	228	220	208	122^	62^	55^	36v
1 SUN. 10.00P 60 CBS GD		99		B	21.5	34	1673	1659	803	314	873	272	466	435	398	335	555	171	284	264	256	229	154	90	77	53
10.00 - 10.30				A	21.9	35	1704	1485	752	280	794	281	438	425	334	286	501	171	259	239	227	208	121^	66^	69^	46^
10.30 - 11.00				A	20.1	34	1564	1420	745	277	791	281	431	415	331	289	470	154	234	214	211	208	120^	57^	39v	25v
20/20	21	194		A	17.4	30	1354	1436	665	250	714	253	449	402	337	200	630	201	377	388	331	195	58^	35v	34v	34v
1 THU. 10.00P 60 ABC DN		97		B	17.3	29	1346	1622	728	260	787	282	483	434	375	239	673	260	420	376	306	204	107	54	55	40
10.00 - 10.30				A	18.3	31	1424	1470	678	254	726	263	463	417	341	200	633	202	386	399	336	189	62^	36v	49^	49^
10.30 - 11.00				A	16.6	30	1291	1382	643	238	690	236	430	381	332	197	621	199	362	368	321	203	55^	35v	16v	16v
240-ROBERT	3	185	179	A	14.5	24	1128	2059	679	241	738	256	449	373	327	239	735	293	478	381	306	226	197	101^	389	255
SAT. 8.00P 60 ABC OP		95	96	B	14.8	25	1151	2100	669	244	726	262	445	355	305	243	731	294	477	375	311	221	192	87	451	296
8.00 - 8.30				A	13.0	22	1011	2076	696	250	758	251	450	382	345	258	752	289	484	382	324	237	195	94^	371	234
8.30 - 9.00				A	16.0	26	1245	2031	658	231	715	258	441	362	309	225	717	293	470	372	292	221	197	108	402	272
VEGA$	16	168	194	A	14.2	24	1105	1822	697	362	834	399	563	455	342	206	688	346	461	333	271	153	200	112	100^	51^
WED. 10.00P 60 ABC PD		94	98	B	15.6	26	1214	1745	724	317	815	351	522	426	340	225	660	290	410	329	271	201	178	100	92	64
10.00 - 10.30				A	14.4	24	1120	1874	718	372	851	414	581	468	345	201	707	360	478	345	277	150	208	115	108^	50^
10.30 - 11.00				A	13.9	25	1081	1766	679	350	818	382	546	447	343	208	673	332	445	321	265	159	187	106^	88^	49^
WALTONS	15	167	177	A	17.9	27	1393	1709	772	203	879	200	308	310	364	489	581	145	233	209	258	309	63^	38^	186	146
THU. 8.00P 60 CBS GD		94	96	B	18.7	29	1455	1830	801	237	917	227	373	353	397	469	598	144	256	243	280	300	105	63	210	139
8.00 - 8.30				A	17.2	27	1338	1705	771	203	878	199	297	295	355	499	584	148	232	211	261	310	64^	38^	179	138
8.30 - 9.00				A	18.6	28	1447	1705	770	200	876	196	317	322	373	477	575	140	232	205	256	309	64^	38^	190	153
WHITE SHADOW	7	150	188	A	16.3	24	1268	1946	672	356	760	260	488	405	374	223	648	255	430	364	318	171	217	108	321	247
MON. 8.00P 60 CBS GD		90	97	B	15.2	22	1183	1884	667	320	752	281	475	415	358	220	631	262	431	368	299	160	270	115	231	169
8.00 - 8.30				A	15.6	23	1214	1921	667	354	763	258	480	398	370	234	634	240	409	340	311	179	219	104	305	220
8.30 - 9.00				A	16.9	25	1315	1976	677	357	761	263	496	411	379	215	664	268	448	390	324	166	216	111	335	268
WKRP IN CINCINNATI	19	187	187	A	16.2	28	1260	1833	741	349	816	301	477	418	356	280	596	202	319	301	280	231	152	88^	269	153
SAT. 8.00P 30 CBS CS		97	98	B	17.5	29	1362	1912	732	278	805	295	455	413	353	281	650	250	388	371	299	201	167	73	290	187
YOU'RE-GREATEST C BROWN(S)		192		A	15.7	26	1221	1948	522	188^	608	283	409	354	243	166^	437	207	302	251	195	102^	113^	88^	790	346
2 FRI. 8.00P 30 CBS EA		96																								

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•LATE FRINGE																										
ABC NEWS:NIGHTLINE M-TH	42	191	191	A	7.3	23	568	1364	568	208	621	202	361	326	342	198	678	241	386	334	321	234	55^	21v	10v	LT
M-TH 11.30P 30 ABC N		98	98	B	7.9	24	615	1370	603	212	649	168	329	336	369	246	663	220	356	327	332	240	49	17	9	LT
ABC WEEKEND REPORT-SAT.	23	174	174	A	6.8	14	529	1732	838	394	984	411	678	620	405	260	551	276	354	260	168^	176^	109^	92^	88^	76^
SAT. 11.00P 15 ABC N		93	93	B	8.1	17	630	1511	648	259	706	260	434	396	352	216	608	242	381	325	283	189	113	62	84	66
ABC WEEKEND REPORT-SUN.	24	166	168	A	3.9	13	303	1627	750	260^	829	428	531	390^	308^	212^	772	320^	491	472	373^	159^	26v	LT	LT	LT
1 SUN. 11.58P 15 ABC N		92	93	B	5.4	13	420	1461	612	249	664	241	408	378	357	180	684	283	434	412	332	177	89	41	24	23
2 SUN. 11.28P 15																										
CBS NEWS SPEC. RPT. TUE.(S)			178	A	5.5	18	428	1530	591	269^	719	254^	458^	333^	360^	187^	710	207^	424^	426^	387^	249^	86v	28v	15v	LT
2 TUE. 11.30P 35 CBS N			96																							
11.30 - 12.00				A	5.6	18	436	1548	596	275^	724	252^	460^	341^	365^	185^	728	214^	433^	429^	390^	260^	83v	27v	13v	LT
CBS SUNDAY NEWS-BRADLEY	26	128	129	A	8.6	17	669	1586	714	384	803	292	448	410	395	281	663	232	411	314	325	227	103^	46^	17v	17v
SUN. 11.00P 15 CBS N		71	71	B	8.3	17	646	1484	724	249	795	221	396	386	417	326	596	194	317	282	300	240	62	35	31	17
CHARLIE'S ANGELS-12.00	10	174	173	A	3.9	18	303	927	502	171^	561	254^	306^	181^	261^	202^	336^	105^	204^	195^	194^	132^	30v	30v	LT	LT
1 THU. 12.00M 68 ABC PD		94	95	B	4.2	19	327	1048	453	174	505	205	280	240	253	163	472	157	278	256	244	167	65	33	LT	LT
2 THU. 12.00M 69																										
12.00 - 12.30				A	4.2	17	327	908	477	116^	517	211^	244^	190^	269^	208^	357^	110^	217^	199^	204^	140^	34v	34v	LT	LT
12.30 - 1.00				A	3.8	19	296	963	486	200^	591	276^	334^	169^	247^	216^	331^	95v	179^	179^	195^	152^	41v	41v	LT	LT
FANTASY ISLAND-12.00	10	175	175	A	4.3	21	335	1248	436	162^	448	203^	287^	236^	185^	103^	648	293^	531	286^	286^	117^	152^	102^	LT	LT
MON. 12.00M 68 ABC A		95	95	B	3.8	18	296	1125	494	215	543	221	365	329	263	112	508	256	384	241	200	105	65	33	LT	LT
12.00 - 12.30				A	4.6	19	358	1260	481	237^	503	252^	349	232^	190^	100^	667	284^	535	315^	299^	132^	90^	36v	LT	LT
12.30 - 1.00				A	4.2	22	327	1284	425	92v	425	189^	257^	253^	175^	108^	657	321^	562	281^	277^	95^	202^	153^	LT	LT
FRIDAYS	23	176	177	A	7.2	22	560	1477	438	242	542	319	442	278	191^	72^	594	436	513	314	112^	61^	287	83^	54v	54v
1 FRI. 11.30P 71 ABC GV		95	96	B	7.3	22	568	1539	497	233	550	296	439	343	229	70	615	391	519	374	195	66	294	131	80	70
2 FRI. 11.30P 70																										
11.30 - 12.00				A	7.9	21	615	1507	504	268	592	318	443	311	214	105^	636	419	517	357	164^	84^	210	55^	69^	69^
12.00 - 12.30				A	7.0	22	545	1451	383	221	502	315	440	255	175^	48v	563	440	508	296	89^	38v	346	105^	40v	40v
LATE MOVIE I	116	161	161	A	6.4	23	498	1369	593	264	700	281	478	397	353	156	595	267	443	349	281	121	64^	44^	10v	LT
1 M & TH 11.30P 71 CBS FF		90	89	B	6.4	22	498	1358	626	264	707	278	464	422	357	164	548	224	379	345	282	123	80	40	23	17
1 TUE. 11.30P 70																										
WED. 11.30P 76																										
1 FRI. 11.30P 69																										
2 MON. 11.30P 72																										
2 TUE. 12.05A 70																										
2 THU. 11.30P 71																										
2 FRI. 11.30P 73																										
11.30 - 12.00				A	7.3	22	568	1386	632	300	741	292	492	414	367	178	572	245	409	322	275	137	58^	43^	15v	LT
12.00 - 12.30				A	6.3	24	490	1351	585	232	677	276	465	389	341	147	592	272	446	346	274	112^	69^	45^	13v	LT
12.30 - 1.00				A	3.7	19	288	1299	448^	167v	538^	232^	427^	320^	285^	77v	636^	278^	500^	556^	358^	80v	125v	63v	LT	LT
LATE MOVIE II	109	161	161	A	4.7	27	366	1333	508	240	634	257	440	360	344	126^	625	289	479	377	299	100^	65^	38v	LT	LT
1 M & TH 12.41A 38 CBS FF		90	89	B	4.4	25	342	1296	577	226	637	271	438	379	320	125	564	239	414	370	294	102	80	39	15	LT
1 TUE. 12.40A 45																										
1 WED. 12.46A 55																										
1 FRI. 12.39A 48																										
2 MON. 12.42A 42																										
2 TUE. 1.15A 46																										
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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LATE FRINGE CONT'D																										
LATE MOVIE II-CONT'D																										
2 WED. 12.46A 40																										
2 THU. 12.41A 43																										
2 FRI. 12.43A 48																										
12.30 - 1.00				A	4.4	22	342	1404	523	110^	602	205^	337^	342	375	149^	749	240^	559	545	465	126^	53v	26v	LT	LT
1.00 - 1.30				A	4.8	29	373	1399	577	290	690	268	494	403	392	129^	649	308	507	391	301	102^	60^	37v	LT	LT
1.30 - 2.00				A	2.8	24	218	1197	248v	142v	358^	110v	290^	180v	248v	68v	757^	367^	620^	423^	390^	137v	82v	82v	LT	LT
LOVE BOAT-12.00	11	177	178	A	4.0	19	311	1334	521	209^	637	334^	446	238^	205^	191^	594	346^	446	344^	132^	148^	103^	71v	LT	LT
WED. 12.00M 68 ABC CS		95	96	B	4.6	21	358	1313	541	230	630	268	396	318	278	173	581	282	413	294	227	143	97	69	LT	LT
12.00 - 12.30				A	4.2	17	327	1251	496	193^	600	303^	434	220^	201^	166\	562	281^	400	307^	170^	162^	89v	49v	LT	LT
12.30 - 1.00				A	4.0	20	311	1392	548	231^	667	355^	454	253^	215^	213^	608	389	464	354^	93v	144^	117^	92v	LT	LT
MIDNIGHT SPECIAL	24	196	196	A	3.3	17	257	1284	536	182^	602	213^	408^	374^	285^	155^	424^	223^	284^	188^	124^	100v	234^	156^	24v	LT
FRI. 12.30A 90 NBC PC		97	97	B	3.4	17	265	1169	386	187	450	203	303	263	199	103	489	247	376	285	202	96	199	98	31	30
12.30 - 1.00				A	4.1	17	319	1238	602	165^	655	176^	344^	348^	297^	254^	376^	179^	210^	166^	132^	119^	169^	144^	38v	28v
1.00 - 1.30				A	3.2	16	249	1333	490	197^	563	250^	422^	366^	249^	97v	453^	285^	305^	140^	72v	96v	304^	196^	LT	LT
1.30 - 2.00				A	2.5	17	195	1318	513^	211^	595^	247^	518^	436^	312^	77v	452^	210^	379^	282^	169^	73v	256^	128v	LT	LT
NBC LATE NIGHT MOVIE	18	75	75	A	1.8	8	140	986	443^	207v	457^	165v	343^	315^	242^	92v	465^	207v	258^	329^	251^	43v	57v	43v	LT	LT
1 SUN. 11.30P 67 NBC FF		49	48	B	2.1	9	163	812	315	110	351	157	209	179	158	112	402	188	290	254	189	79	34	LT	LT	LT
2 SUN. 11.30P 117																										
11.30 - 12.00				A	2.2	7	171	1298	637^	234^	637^	205^	451^	427^	374^	128v	538^	217^	299^	432^	309^	59v	99v	64v	LT	LT
12.00 - 12.30				A	1.6	7	124	1185	509^	258^	549^	242v	428^	355^	241v	121v	588^	273^	314^	388^	315^	56v	48v	48v	LT	LT
12.30 - 1.00				A	1.4	8	109	780^	275v	275v	275v	82v	275v	275v	193v	LT	505v	221v	285v	284v	284v	LT	LT	LT	LT	LT
1.00 - 1.30				A	1.5	11	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
POLICE STORY	3	161	162	A	2.5	18	195	1564	549^	190^	605^	385^	421^	196^	158^	184^	713	487^	585^	452^	108v	128v	246^	118v	LT	LT
1 WED. 1.08A 41 ABC OP		93	93	B	2.4	17	187	1481	511	158	561	342	372	196	138	189	731	495	604	415	157	122	189	79	LT	LT
2 WED. 1.08A 44																										
1.00 - 1.30				A	2.6	17	202	1554	545^	159^	600	338^	401^	217^	177^	199^	747	514^	619	471^	105v	128v	207^	98v	LT	LT
1.30 - 2.00				A	2.2	17	171	1602	632^	88v	737^	544^	544^	356^	193v	193v	544^	187v	311v	311v	152v	233v	321v	157v	LT	LT
SATURDAY NIGHT	23	211	214	A	10.5	32	817	1482	480	207	497	298	408	288	165	80^	655	438	559	446	195	63^	296	138^	34v	28v
1 SAT. 11.30P 79 NBC GV		99	99	B	9.9	29	770	1540	513	242	578	302	441	337	228	102	641	380	517	413	230	76	265	128	56	47
2 SAT. 11.30P 83																										
11.30 - 12.00				A	10.9	29	848	1526	471	207	493	276	386	282	175	95^	695	438	556	477	234	77^	290	135^	48^	38^
12.00 - 12.30				A	10.7	33	832	1453	467	223	484	300	406	285	155	72^	622	429	548	426	171	58^	311	141^	36v	29v
12.30 - 1.00				A	9.0	34	700	1573	615	165^	633	416	538	339^	171^	80v	614	472	573	360	128^	41v	311^	129^	15v	15v
TOMORROW COAST TO COAST-1	94	192	191	A	4.0	21	311	1145	511	180^	608	190	296	277	280	231	409	148^	238	180^	167^	165^	109^	77^	19v	19v
M-TH 12.30A 30 NBC CC		98	98	B	3.8	20	296	1133	519	193	585	176	289	281	274	230	480	192	302	261	211	145	62	25	LT	LT
TOMORROW COAST TO COAST-2	94	193	193	A	2.7	20	210	1014	467	119^	505	138^	228^	266^	262^	191^	433	181^	300	209^	162^	133^	71v	38v	LT	LT
1 MTUTH 1.00A 57 NBC CC		98	98	B	2.5	19	195	1021	423	139	486	147	244	233	229	191	487	220	344	292	202	114	45	LT	LT	LT
1 WED. 1.00A 55																										
2 M & W 1.00A 57																										
2 TUE. 1.00A 54																										
2 THU. 1.00A 56																										
1.00 - 1.30				A	3.1	21	241	1012	481	128^	531	154^	237^	257	253	207^	415	176^	275	186^	144^	140^	57v	37v	LT	LT
1.30 - 2.00				A	2.3	20	179	1011	436	106^	469	122^	223^	280^	268^	162^	435	179^	312^	223^	167^	123^	101^	45v	LT	LT
TONIGHT SHOW	117	210	211	A	7.1	24	552	1402	673	255	732	244	395	347	338	270	555	205	303	251	237	210	97^	61^	18v	14v
M-F 11.30P 60 NBC GV		99	98	B	7.5	25	584	1340	610	234	655	206	351	327	318	244	584	218	343	304	270	193	84	34	17	12
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
								AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
LATE FRINGE CONT'D																										
TONIGHT SHOW-CONT'D																										
11.30 - 12.00				A	7.9	24	615	1436	705	265	751	248	411	359	345	280	592	218	310	269	246	227	78^	38^	15v	11v
12.00 - 12.30				A	6.3	24	490	1329	629	237	696	235	373	328	321	251	499	187	289	223	223	183	113^	86^	21v	14v
TUESDAY MOVIE-WEEK-PART 1	10	174	169	A	5.0	24	389	1057	445	152^	468	198^	306^	224^	232^	144^	530	285^	386	262^	168^	134^	59v	18v	LT	LT
1 TUE. 12.00M 67 ABC FF		95	95	B	4.6	22	358	1262	478	178	554	256	379	293	269	109	617	312	430	298	241	156	85	30	LT	LT
2 TUE. 12.00M 71																										
12.00 - 12.30				A	5.4	22	420	1107	464	91^	512	246^	333	244^	235^	161^	547	306	376	267^	143^	148^	48v	14v	LT	LT
12.30 - 1.00				A	4.8	26	373	1024	442	198^	442	169^	297^	209^	232^	129^	509	268^	386	234^	179^	123^	73v	19v	LT	LT
TUESDAY MOVIE-WEEK-PART 2	10	174	169	A	4.2	29	327	969	379	226^	376	116^	235^	199^	174^	123^	507	220^	403	308^	254^	104^	86v	40v	LT	LT
1 TUE. 1.07A 19 ABC FF		95	95	B	4.1	28	319	1142	467	193	545	255	379	272	256	111	522	236	376	282	247	134	70	37	LT	LT
2 TUE. 1.11A 24																										
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			203	A	10.6	26	825	1636	685	237^	732	386	552	428	256^	148^	319	144^	216^	175^	151^	54v	217^	172^	368	265^
2 WED. 4.30P 60 ABC FV			99																							
4.30 - 5.00				A	10.0	27	778	1616	677	207^	724	383	535	411	246^	155^	296^	123^	197^	168^	139^	62v	225^	188^	371	277^
5.00 - 5.30				A	11.2	26	871	1641	686	261^	732	385	559	441	261^	142^	333	159^	228^	178^	156^	47v	212^	160^	364	252^
ABC DAYTIME NEWSBRIEF-M-F	119	178	177	A	8.2	30	638	1442	947	239	1023	550	795	563	383	173	251	125	193	133	94	45^	88^	78^	80^	17v
1 M-TH 1.57P 2 ABC N		93	93	B	8.8	31	685	1339	827	202	928	493	710	549	338	164	217	103	159	111	86	51	101	81	93	33
1 FRI. 1.56P 3																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
2 M-F 1.57P 2																										
ALICE-M-F	110	162	164	A	6.4	29	498	1468	697	217	800	362	528	341	298	219	338	137	181	128	125	139	119	64^	211	64^
M-F 10.30A 30 CBS CS		92	92	B	6.1	29	475	1475	665	172	771	339	493	376	303	233	295	120	161	121	122	116	117	61	292	122
ALL MY CHILDREN	118	195	196	A	8.6	31	669	1426	937	253	1007	525	787	574	390	164	247	104	177	126	104	57^	93	82^	79^	18v
M-F 1.00P 60 ABC DD		98	99	B	9.2	33	716	1359	835	215	932	487	711	550	348	164	219	103	157	115	86	53	107	86	101	35
1.00 - 1.30				A	8.3	30	646	1424	928	251	998	520	779	571	384	161	248	99	173	124	108	61^	100	86^	78^	17v
1.30 - 2.00				A	8.9	32	692	1412	932	245	1004	526	786	569	389	166	241	110	176	123	97	52^	87	77^	80^	19v
ANOTHER WORLD	117	202	201	A	4.9	17	381	1297	844	183	936	305	500	438	359	380	256	83^	101^	45^	89^	144^	39v	24v	66^	29v
M-F 2.00P 60 NBC DD		98	98	B	5.2	18	405	1210	785	188	880	282	462	432	365	356	217	47	64	47	81	140	49	38	64	31
2.00 - 2.30				A	4.9	18	381	1281	868	199	958	305	508	444	375	394	245	75^	97^	44^	88^	138^	29v	16v	49^	19v
2.30 - 3.00				A	4.9	17	381	1294	816	162	906	301	485	425	337	368	270	89^	102^	41^	92^	158	42^	29v	76^	37v
AS THE WORLD TURNS	115	194	194	A	8.2	29	638	1292	845	136	965	219	447	435	460	420	218	55^	88^	71^	86^	121	57^	46^	52^	20v
M-F 2.00P 60 CBS DD		99	99	B	8.1	28	630	1293	833	158	955	209	424	437	457	434	222	51	82	70	85	130	51	42	65	24
2.00 - 2.30				A	8.1	29	630	1284	839	133	956	217	444	429	454	422	222	47^	81^	69^	91^	131	54^	42^	52^	19v
2.30 - 3.00				A	8.4	29	654	1266	834	135	956	217	440	435	459	411	206	55^	88^	68^	80^	110	55^	47^	49^	20v
BLOCKBUSTERS	97	143	142	A	3.9	18	303	1320	837	98^	930	233	372	343	367	499	340	53^	115^	103^	155^	221	LT	LT	36v	17v
M-F 10.30A 30 NBC QG		80	80	B	3.5	16	272	1435	801	101	877	221	340	314	317	472	413	90	146	159	177	231	45	LT	100	54
CAPTAIN KANGAROO	113	175	176	A	3.2	15	249	1273	321	124^	405	241	301	185^	136^	76^	120^	28v	52v	59v	67^	53v	LT	LT	731	81^
M-F 8.00A 60 CBS C		98	98	B	2.8	14	218	1388	383	92	412	207	283	211	147	106	131	44	70	69	67	50	47	23	798	161
8.00 - 8.30				A	3.1	14	241	1212	328	121^	382	233^	303	204^	123^	41v	125^	29v	59v	67^	71^	54v	LT	LT	693	75^
8.30 - 9.00				A	3.3	15	257	1296	308	128^	420	253	300	163^	140^	101^	101^	27v	39v	46v	55v	47v	LT	LT	759	82^
CARD SHARKS	117	139	139	A	3.0	12	233	1433	889	154^	889	202^	365	309	366	468	382	81^	120^	137^	164^	228^	59v	42v	103^	85^
M-F 12.00N 30 NBC QG		69	69	B	3.1	12	241	1352	804	162	850	181	353	340	362	443	326	62	109	98	147	202	70	36	106	60

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																											
DAYS OF OUR LIVES	118		204	204	A	5.8	21	451	1273	880	169	951	261	481	433	444	419	236	47^	76^	47^	91^	151	22v	16v	64^	20v
M-F 1.00P 60 NBC		DD	99	99	B	5.6	20	436	1296	848	160	928	292	460	400	364	418	268	49	77	61	104	176	47	30	53	23
1.00 - 1.30					A	5.7	21	443	1275	875	162	943	267	472	419	419	424	239	49^	74^	44^	86^	155	23v	18v	70^	22v
1.30 - 2.00					A	6.0	22	467	1223	859	165	926	248	471	428	448	404	220	42^	72^	45^	89^	141	19v	13v	58^	18v
DOCTORS	116		187	186	A	3.7	15	288	1219	878	173^	924	263	462	416	420	411	246	41v	58^	47v	87^	175^	18v	18v	31v	18v
M-F 12.30P 30 NBC		DD	92	91	B	3.8	15	296	1258	815	184	872	264	426	395	351	388	264	59	77	66	129	166	63	46	59	31
EDGE OF NIGHT	110		152	151	A	5.0	15	389	1411	713	198	787	355	496	393	282	219	347	131^	197	148^	151	137^	159	149^	118^	80^
M-F 4.00P 30 ABC		DD	81	80	B	5.1	15	397	1405	758	241	852	373	568	468	340	219	290	125	162	112	106	117	129	114	134	70
FAMILY FEUD	118		186	186	A	6.4	25	498	1376	797	193	846	312	476	386	394	297	329	99^	148	127	136	168	78^	60^	123	45^
M-F 12.00N 30 ABC		QP	94	94	B	6.5	25	506	1379	752	175	838	345	510	420	362	264	308	116	162	134	121	130	89	64	144	67
GENERAL HOSPITAL	114		198	199	A	12.1	38	941	1437	793	185	887	489	650	449	290	188	246	116	160	101	72	76	174	144	130	80
M-F 3.00P 60 ABC		DD	99	99	B	11.6	37	902	1382	767	180	858	456	627	462	301	177	204	91	121	79	66	74	171	139	149	89
3.00 - 3.30					A	11.6	38	902	1416	799	181	892	487	650	448	292	195	243	112	160	100	73	75	165	138	116	63^
3.30 - 4.00					A	12.6	38	980	1449	787	184	880	490	648	448	287	181	243	120	158	97	68	75	180	148	146	97
GOOD MORNING, AMERICA-730	119		200	200	A	5.5	28	428	1313	754	182	794	205	394	395	383	314	381	101^	171	147	183	180	44^	LT	94^	77^
M-F 7.30A 30 ABC		N	99	99	B	5.0	27	389	1344	721	234	774	222	403	402	390	283	402	119	181	158	171	182	60	15	108	68
GOOD MORNING, AMERICA-830	119		200	201	A	6.1	28	475	1185	759	157	793	209	364	352	358	372	345	101^	171	131	148	171	11v	LT	36^	17v
M-F 8.30A 30 ABC		N	98	98	B	6.1	29	475	1216	756	192	792	221	370	387	386	340	343	95	143	140	146	170	24	11	57	24
GUIDING LIGHT	115		195	194	A	8.3	26	646	1334	832	153	943	230	471	455	492	373	200	53^	96	68^	87^	100	90	75^	101	64^
M-F 3.00P 60 CBS		DD	99	99	B	8.3	26	646	1338	806	171	930	220	419	421	453	420	233	62	96	80	93	125	86	71	89	44
3.00 - 3.30					A	8.3	27	646	1293	833	144	940	226	466	455	493	370	184	47^	90^	62^	82^	93	85^	74^	84^	50^
3.30 - 4.00					A	8.4	25	654	1338	813	155	927	229	468	447	483	367	209	55^	98	72^	90	107	90	73^	112	73^
JEFFERSONS M-F	110		156	156	A	5.5	25	428	1435	675	254	766	347	507	360	290	189	351	136^	222	188	164	107^	103^	42^	215	51^
M-F 10.00A 30 CBS		CS	89	89	B	5.2	25	405	1459	650	186	731	327	484	379	284	200	285	123	171	142	127	95	123	59	320	140
LAS VEGAS GAMBIT	97		138	135	A	3.1	14	241	1419	913	174^	1004	273	482	408	429	472	386	63v	112^	99^	174^	265	LT	LT	21v	LT
M-F 10.00A 30 NBC		QG	73	73	B	3.2	15	249	1474	825	147	899	218	373	332	349	466	430	91	153	164	188	241	39	LT	106	48
LOVE BOAT DAYTIME	119		195	193	A	5.5	24	428	1414	774	201	823	382	601	437	297	191	273	142	205	99^	96^	65^	119^	74^	199	67^
1 MTUTHF 11.00A 60 ABC		CS	98	98	B	5.8	25	451	1380	677	189	743	363	519	396	279	187	262	142	179	109	87	66	138	97	237	110
1 WED. 11.43A 17																											
2 M-F 11.00A 60																											
11.00 - 11.30					A	5.2	23	405	1385	763	199	817	378	602	435	294	187	256	133^	190	86^	87^	66^	121^	74^	191	65^
11.30 - 12.00					A	5.9	25	459	1399	765	196	808	375	586	429	291	190	276	144	207	101^	98^	63^	117^	72^	198	68^
MORNING-CHARLES KURALT	25		184	185	A	3.3	18	257	1300	603	307	681	121^	296	312	413	330	518	86^	242	289	331	214^	23v	LT	78^	LT
M-F 7.00A 60 CBS		N	98	98	B	3.2	18	249	1327	600	293	664	100	264	316	397	317	521	115	247	251	317	220	36	20	106	22
7.00 - 7.30					A	3.1	19	241	1253	618	373	693	136^	348	370	436	291	498	62v	253	294	352	195^	37v	LT	25v	LT
7.30 - 8.00					A	3.5	18	272	1313	585	239	662	104^	243	257	386	364	526	106^	228	280	306	228	LT	LT	114^	LT
NBC SPECIAL TREAT(S)			180		A	6.6	17	513	1519	632	86v	718	202^	310^	317^	322^	351^	419^	76v	138^	132^	196^	257^	115v	57v	267^	202^
1 TUE. 4.00P 60 NBC		FV	97																								
4.00 - 4.30					A	5.8	16	451	1590	651	126v	791	231^	330^	326^	321^	407^	396^	26v	94v	108v	205^	280^	125v	51v	278^	224^
4.30 - 5.00					A	7.4	18	576	1443	613	52v	654	179^	287^	303^	316^	306^	431	111^	167^	147^	189^	237^	103v	61v	255^	181^
NEWSBREAK-11.57	115		164	164	A	7.1	30	552	1513	775	193	886	273	420	328	342	395	421	115	189	167	191	209	36^	16v	170	34^
M-F 11.57A 2 CBS		N	89	89	B	6.6	28	513	1420	738	170	855	265	417	365	349	369	362	95	149	130	146	195	46	27	157	51
NEWSBREAK-3.57	115		177	176	A	6.9	20	537	1380	861	149	960	261	482	464	479	372	202	44^	93^	76^	88^	107^	98^	82^	120	86^
M-F 3.57P 2 CBS		N	94	94	B	6.9	21	537	1357	805	166	931	229	412	416	445	415	237	62	100	83	93	125	99	82	90	48

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
ONE DAY AT A TIME-M-F	108	126	126	A	4.3	13	335	1496	689	129^	791	305	451	320	309	307	266	69^	144^	125^	137^	108^	179	134^	260	137^
M-F 4.00P 30 CBS CS		73	75	B	4.6	14	358	1521	695	182	784	276	441	375	374	282	284	86	132	123	120	123	201	131	252	146
ONE LIFE TO LIVE	114	198	197	A	8.9	31	692	1416	901	195	967	517	729	523	336	185	277	115	191	142	104	76^	97	81^	75^	21v
M-F 2.00P 60 ABC DD		99	99	B	9.2	32	716	1305	825	185	907	486	674	515	319	169	201	89	126	84	67	70	98	83	99	37
2.00 - 2.30				A	8.5	30	661	1411	900	200	973	520	738	526	336	187	284	115	196	150	108	76^	84^	72^	70^	16v
2.30 - 3.00				A	9.3	33	724	1399	894	187	952	508	712	510	330	187	271	113	186	136	101	75^	102	87	74^	22^
PASSWORD PLUS	116	187	187	A	4.5	19	350	1266	879	125^	893	159^	357	381	455	427	303	46^	100^	86^	111^	196	35v	35v	35v	17v
M-F 11.30A 30 NBC QG		93	93	B	4.5	19	350	1262	775	135	821	164	335	360	395	399	335	83	115	130	128	184	48	23	58	30
PRICE IS RIGHT 1	116	192	193	A	7.1	32	552	1464	707	194	822	278	382	273	297	385	420	98^	162	145	175	236	50^	17v	172	33^
M-F 11.00A 30 CBS AP		95	95	B	6.5	30	506	1434	717	169	831	276	413	347	328	362	362	93	147	125	144	197	54	26	187	58
PRICE IS RIGHT 2	116	192	192	A	8.0	34	622	1487	758	189	864	271	391	296	327	401	433	104	176	157	189	237	36^	15v	154	28^
M-F 11.30A 30 CBS AP		95	95	B	7.4	32	576	1431	746	161	855	265	411	349	345	380	373	88	144	126	153	210	46	26	157	51
REAGAN ADDRESS(S)		195		A	4.3	19	335	1290	776	90v	850	355^	514^	468^	313^	277^	347^	132v	195^	196^	116v	138v	39v	39v	54v	LT
1 WED. 11.00A 43 ABC N		96																								
11.00 - 11.30				A	4.1	18	319	1317	797	97v	878	379^	520^	475^	314^	285^	332^	128v	182v	194^	95v	138v	44v	44v	63v	LT
RYAN'S HOPE	118	186	187	A	6.3	25	490	1437	897	241	948	438	652	506	413	209	253	92^	171	109^	103^	82^	142	104^	94^	33^
M-F 12.30P 30 ABC DD		96	96	B	6.8	26	529	1351	791	213	885	431	627	495	350	187	258	112	170	124	100	76	98	73	110	37
SEARCH FOR TOMORROW	116	188	187	A	6.5	25	506	1308	809	158	871	218	407	403	378	386	287	58^	107^	93^	125	175	52^	40^	98^	LT
M-F 12.30P 30 CBS DD		96	96	B	6.3	25	490	1321	763	177	876	236	403	410	379	397	300	68	106	93	124	176	41	31	104	30
TEXAS	118	194	191	A	4.4	14	342	1371	790	161^	883	284	465	415	333	362	301	103^	120^	57^	116^	170^	61^	40v	126^	82^
M-F 3.00P 60 NBC DD		95	93	B	4.8	15	373	1261	758	191	848	256	444	411	367	345	238	59	80	61	92	141	72	55	103	63
3.00 - 3.30				A	4.2	14	327	1339	778	164^	882	287	465	403	328	367	285	104^	116^	48^	110^	157^	56^	34v	116^	68^
3.30 - 4.00				A	4.7	14	366	1331	773	144^	848	269	444	410	325	347	290	93^	113^	60^	112^	166	67^	48^	126^	87^
TODAY SHOW-7.30AM	120	215	215	A	5.4	27	420	1293	751	195	764	181	320	271	421	400	452	66^	140	173	222	262	15v	LT	62^	43^
M-F 7.30A 30 NBC N		99	99	B	5.0	27	389	1379	766	170	795	171	324	283	395	429	507	90	167	175	237	304	26	LT	51	35
TODAY SHOW-8.30AM	119	212	212	A	5.9	27	459	1266	764	167	801	158	294	253	395	457	441	67^	155	153	205	257	LT	LT	17v	LT
M-F 8.30A 30 NBC N		99	99	B	6.0	29	467	1295	764	146	795	148	290	269	378	454	446	73	141	144	213	273	14	LT	40	24
WHEEL OF FORTUNE	117	190	189	A	5.2	23	405	1237	828	114^	863	166	362	368	408	420	304	44^	79^	84^	107^	213	26v	26v	44^	14v
M-F 11.00A 30 NBC QG		95	95	B	4.7	22	366	1281	773	123	822	193	357	367	373	386	341	74	105	129	139	195	47	21	71	32
YOUNG AND THE RESTLESS	116	197	197	A	8.2	30	638	1293	798	178	897	295	473	425	363	344	243	61^	92	103	109	117	58^	47^	95	12v
M-F 1.00P 60 CBS DD		99	99	B	7.8	29	607	1277	791	149	915	294	476	428	398	370	203	63	87	74	79	98	48	39	111	33
1.00 - 1.30				A	8.0	29	622	1277	792	164	894	293	477	433	367	337	242	58^	91^	103	115	114	51^	45^	90^	10v
1.30 - 2.00				A	8.4	30	654	1294	797	185	899	294	469	414	360	353	238	65^	95	101	100	112	60^	47^	97	12v
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	17	186	183	A	5.6	20	436	1502	267^	144^	363	187^	215^	119^	127^	130^	428	172^	268^	137^	144^	160^	238^	175^	473	346
SAT. 12.00N 30 ABC FV		96	95	B	6.4	22	498	1664	393	148	431	190	290	219	179	117	313	163	229	136	101	77	247	122	673	444
ABC WIDE WORLD-SPORTS SAT	15	197	201	A	11.3	26	879	1686	555	241	619	196	324	285	280	233	690	228	405	348	327	251	155	34^	222	166
SAT. 5.00P 90 ABC SA		98	98	B	11.4	25	887	1672	545	220	604	204	335	291	275	221	723	249	430	393	348	246	157	57	188	133
5.00 - 5.30				A	10.2	25	794	1572	537	199	561	163	284	278	252	212	647	220	350	324	273	259	174	29v	190	133^
5.30 - 6.00				A	11.4	27	887	1638	554	235	614	185	318	284	285	237	647	195	362	326	316	244	163	43^	214	165
6.00 - 6.30				A	12.2	26	949	1844	570	284	676	232	363	299	302	247	767	265	494	393	384	249	140	36^	261	199

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ABC WIDE WORLD-SPORTS SUN	8	192	195	A	12.5	28	973	1764	519	207	549	152	335	323	314	176	905	351	604	472	401	247	155	39^	155	104^
SUN. 4.30P 90 ABC SA		97	99	B	13.6	29	1058	1737	526	196	577	181	351	320	295	186	841	325	538	467	394	247	148	51	171	121
4.30 - 5.00				A	11.1	26	864	1706	547	226	578	129^	361	348	350	184	831	304	544	428	368	243	192	59^	105^	76^
5.00 - 5.30				A	13.2	30	1027	1751	494	197	520	157	317	303	289	168	914	365	624	482	402	243	149	27v	168	108^
5.30 - 6.00				A	13.1	28	1019	1848	530	203	567	170	338	324	310	188	969	379	642	502	431	261	126	34^	186	125
ALL NEW POPEYE HOUR 1	3	187	188	A	6.8	26	529	1605	250	82^	265	180^	206^	119^	53v	59^	378	287	319	236	80^	38v	126^	26v	836	391
SAT. 11.00A 30 CBS CA		97	97	B	6.5	25	506	1622	282	123	306	178	238	152	86	68	396	297	343	240	80	39	132	38	788	374
ALL NEW POPEYE HOUR 2	3	187	188	A	6.7	25	521	1507	225^	82^	237	167^	179^	123^	33v	58v	349	280	295	203^	57v	42v	97^	LT	824	402
SAT. 11.30A 30 CBS CA		97	97	B	6.6	25	513	1639	282	110	301	177	221	159	75	80	395	292	338	219	84	49	117	17	826	413
AMERICAN BANDSTAND '81	18	169	170	A	5.6	20	436	1745	786	209^	876	314	529	317	388	325	467	216^	270^	159^	164^	190^	245^	147^	157^	78^
SAT. 12.30P 60 ABC PC		85	86	B	5.2	18	405	1552	497	144	565	300	416	248	185	129	407	224	295	200	144	92	247	160	333	212
12.30 - 1.00				A	5.5	20	428	1734	768	149^	838	276^	489	334	395	316	505	241^	297	172^	155^	196^	239^	158^	152^	72^
1.00 - 1.30				A	5.7	20	443	1747	805	261^	909	344	565	302	383	332	434	196^	248^	145^	173^	186^	246^	133^	158^	83^
ANIMALS, ANIMALS, ANIMALS	22	141	134	A	2.8	11	218	1252	248^	46v	248^	74v	160^	174^	114v	60v	372^	138v	188^	128v	110v	184^	137v	32v	495^	294^
SUN. 11.30A 30 ABC CL		87	86	B	2.8	10	218	1343	423	154	434	161	246	201	167	163	348	138	203	170	135	124	105	49	456	291
ASK NBC NEWS-8:58AM	26	190	190	A	3.2	15	249	1960	188^	44v	237^	135^	172^	129^	53v	65v	352^	268^	296^	28v	53v	56v	97v	97v	1274	807
SAT. 8.58A 2 NBC CN		97	98	B	3.9	21	303	1676	212	51	221	97	141	124	87	60	164	100	126	69	51	32	135	54	1156	695
ASK NBC NEWS-10:58AM	26	197	197	A	5.9	22	459	1704	433	103^	433	256^	269	96^	95^	143^	251^	86^	176^	150^	155^	51v	143^	50v	877	601
SAT. 10.58A 2 NBC CN		97	97	B	5.6	21	436	1629	278	106	316	179	224	111	86	80	272	158	211	118	96	52	268	97	773	478
ASK NBC NEWS-11:58AM	26	176	175	A	4.9	19	381	1819	508	112^	616	267^	367	118^	184^	249^	323	120^	207^	193^	183^	61v	167^	61v	713	467
SAT. 11.58A 2 NBC CN		84	84	B	5.8	21	451	1527	265	76	312	147	196	121	102	99	296	148	203	119	119	75	202	75	717	429
ASK NBC NEWS-9:58AM	25	202	202	A	4.2	16	327	1997	382	73v	386	172^	282^	244^	126^	104^	126^	LT	85v	86v	104^	40v	307^	188^	1178	902
SAT. 9.58A 2 NBC CN		99	99	B	5.0	20	389	1700	212	77	233	127	160	110	77	53	144	82	109	72	52	30	235	94	1088	686
BATMAN & SUPER 7 I	25	176	175	A	4.8	18	373	1756	405	108^	499	228^	330	102^	192^	169^	290^	76v	202^	187^	214^	49v	160^	90^	807	584
SAT. 11.00A 30 NBC CA		84	84	B	5.5	21	428	1605	257	86	321	177	215	104	88	93	294	169	225	129	106	54	220	90	770	471
BATMAN & SUPER 7 II	25	176	175	A	4.9	19	381	1835	505	113^	602	249^	359	123^	215^	243^	343	152^	238^	164^	180^	62v	173^	65v	717	497
SAT. 11.30A 30 NBC CA		84	84	B	5.6	21	436	1547	272	82	320	153	201	117	105	102	294	158	215	114	113	62	222	84	711	440
BUGS BUNNY/ROAD RUNNER 1	3	200	200	A	6.9	33	537	1583	209^	91^	272	203^	250	84^	69^	22v	290	231	252	139^	59^	13v	116^	67^	905	504
SAT. 8.30A 30 CBS CA		99	99	B	6.3	31	490	1552	216	114	270	191	239	120	79	23	309	237	267	168	64	25	156	83	817	468
BUGS BUNNY/ROAD RUNNER 2	3	201	201	A	9.0	38	700	1600	222	114^	270	201	228	83^	69^	24v	236	162^	186	159^	74^	32v	170^	52^	924	512
SAT. 9.00A 30 CBS CA		99	99	B	8.4	36	654	1613	245	143	298	198	255	131	100	30	266	180	211	182	76	42	177	62	872	469
BUGS BUNNY/RCAD RUNNER 3	3	201	201	A	9.4	37	731	1698	251	134^	304	213	255	100^	91^	39v	355	246	300	221	85^	36v	128^	34v	911	499
SAT. 9.30A 30 CBS CA		99	99	B	9.1	36	708	1660	280	145	327	198	273	158	129	46	370	227	310	239	127	46	145	45	818	448
CBS SPORTS SPC. SUN. ED.(S)			174	A	4.7	11	366	1943	664	357^	820	290^	434^	305^	371^	334^	660	320^	425^	344^	189^	171^	232^	109v	231^	161v
2 SUN. 3.23P 44 CBS SE			92																							
3.30 - 4.00				A	4.7	11	366	1970	651	375^	840	304^	438^	295^	370^	349^	620^	303^	388^	318^	166v	151v	260^	132v	250^	179^
CBS SPORTS SPECTACULAR	25	153	155	A	5.7	14	443	1490	480	152^	559	179^	254^	246^	225^	240^	721	198^	365	334	377	311	130^	112^	80^	65v
1 SAT. 5.00P 60 CBS SA		88	85	B	6.4	16	498	1433	447	153	501	154	259	232	237	201	669	209	374	346	329	240	114	54	149	87
2 SAT. 4.30P 90																										
4.30 - 5.00				A	4.4	11	342	1482	644^	195^	731	282^	465^	387^	280^	233^	532^	99v	313^	267^	292^	210^	178^	125v	41v	41v
5.00 - 5.30				A	5.3	14	412	1563	434	124^	506	162^	225^	227^	216^	217^	816	280^	439	403	400	321	134^	107^	107^	87^
5.30 - 6.00				A	6.8	16	529	1433	459	161^	543	157^	212^	217^	218^	257	706	168^	325	304	384	332	111^	111^	73^	58^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
DAFFY DUCK SHOW					26	197	197	A	6.0	23	467	1675	337	107^	340	171^	189^	112^	100^	119^	258^	80^	159^	175^	169^	45v	257^	81^	820	529
SAT.	10.30A	30	NBC	CA		97	97	B	5.7	22	443	1645	260	102	305	163	211	113	91	83	253	143	196	120	94	46	278	99	809	500
DEAR ALEX & ANNIE-11.55AM					22	184	184	A	5.9	23	459	1460	215^	131^	304	164^	199^	137^	111^	88^	230^	141^	210^	135^	78^	11v	199^	104^	727	493
SAT.	11.55A	4	ABC	CN		95	95	B	5.9	23	459	1501	243	102	278	129	179	135	116	78	246	122	180	114	88	58	216	95	761	480
DEAR ALEX & ANNIE-11.26AM					26	124	122	A	3.2	13	249	1454	362^	125^	362^	148^	281^	237^	169^	81v	361^	169^	269^	205^	141^	92v	240^	108v	491	350^
SUN.	11.26A	3	ABC	CN		81	82	B	3.5	14	272	1519	411	103	434	204	302	218	186	104	366	165	250	211	167	87	211	119	508	328
DORAL EASTERN OPEN-SAT.(S)						161		A	3.5	10	272	1504	541^	44v	629^	128v	146v	187v	133v	442^	687^	161v	212v	257^	310^	430^	LT	LT	188v	85v
1 SAT.	4.00P	60	CBS	SE		91																								
4.00 - 4.30								A	3.6	10	280	1436	533^	LT	618^	111v	146v	186v	161v	432^	574^	100v	121v	168v	253^	406^	LT	LT	244^	107v
4.30 - 5.00								A	3.5	9	272	1496	525^	88v	609^	140v	140v	180v	95v	429^	772^	222v	298^	335^	348^	437^	LT	LT	115v	52v
DORAL EASTERN OPEN-SUN.(S)						187		A	4.6	12	358	1299	535^	81v	583^	58v	133v	199^	248^	377^	673	131v	218^	219^	381^	428^	23v	23v	20v	20v
1 SUN.	3.22P	111	CBS	SE		99																								
3.30 - 4.00								A	4.1	11	319	1078	386^	LT	442^	41v	41v	115v	209^	327^	614^	125v	176v	197^	367^	417^	22v	22v	LT	LT
4.00 - 4.30								A	4.1	10	319	1234	541^	19v	541^	37v	90v	169v	264^	372^	634^	80v	182v	201^	387^	433^	LT	LT	16v	16v
4.30 - 5.00								A	4.8	12	373	1391	632^	161v	678	49v	174^	252^	292^	426^	665	94v	196^	236^	394^	429^	21v	21v	27v	27v
DRAK PACK					3	167	168	A	6.5	23	506	1676	272	95^	293	122^	220^	198^	116^	73^	340	253	288	153^	57v	30v	229^	96^	814	469
SAT.	12.30P	30	CBS	CA		90	91	B	6.4	23	498	1625	300	103	352	160	264	211	126	88	310	203	253	153	70	37	201	74	762	414
DRAWING POWER					20	137	136	A	2.9	10	226	1650	288^	133v	389^	212^	239^	27v	85v	150^	389^	155^	247^	181^	123v	142^	191^	62v	681	544
SAT.	12.30P	30	NBC	CL		74	74	B	3.7	13	288	1670	294	106	336	164	224	145	120	104	408	184	291	201	160	92	207	74	719	394
FACE THE NATION					26	175	178	A	4.7	19	366	1142	369	109^	484	60v	148^	128^	243^	326^	608	57v	147^	231^	254^	377	LT	LT	50v	25v
SUN.	11.30A	30	CBS	CC		97	98	B	3.9	15	303	1346	513	127	582	143	230	206	231	311	634	113	256	315	347	294	50	LT	80	45
FESTIVAL OF LIVELY ARTS(S)						85		A	3.2	9	249	1663	419^	LT	544^	77v	246^	302^	254^	213v	550^	185v	228v	207v	204v	252^	155v	95v	414^	237v
1 SAT.	3.00P	60	CBS	CL		69																								
3.00 - 3.30								A	3.1	9	241	1618	433^	LT	499^	46v	196v	287^	241v	212v	557^	133v	199v	212v	220v	287^	160v	107v	402^	224v
3.30 - 4.00								A	3.2	9	249	1735	406^	LT	590^	104v	293^	312^	265^	221v	559^	236v	260^	205v	198v	229v	153v	84v	433^	253^
FLINTSTONE'S COMEDY SHW 1					17	202	202	A	3.9	17	303	1624	258^	50v	258^	99v	122^	122^	67v	136^	109^	LT	57v	57v	80v	52v	101^	59v	1156	779
SAT.	9.00A	30	NBC	CA		99	99	B	4.4	20	342	1683	210	65	232	118	155	121	80	62	151	67	106	81	71	37	225	95	1075	647
FLINTSTONE'S COMEDY SHW 2					17	202	202	A	4.1	16	319	1856	347^	75v	347^	141^	237^	213^	118^	110^	111^	LT	69v	69v	83v	42v	318^	220^	1080	794
SAT.	9.30A	30	NBC	CA		99	99	B	5.0	20	389	1747	207	62	239	129	164	108	79	61	161	82	115	77	67	37	261	100	1086	684
FLINTSTONE'S COMEDY SHW 3					17	202	201	A	4.6	18	358	1802	357	128^	407	169^	254^	150^	157^	153^	173^	61v	131^	106^	112^	42v	255^	143^	967	598
SAT.	10.00A	30	NBC	CA		99	99	B	5.1	19	397	1674	222	89	261	133	174	102	83	80	213	107	163	104	91	44	265	114	935	582
FONZ/HAPPY DAYS GANG					19	191	191	A	7.2	31	560	1652	219	84^	249	130^	221	147^	99^	28v	170^	119^	130^	51v	51v	27v	155^	72^	1078	652
SAT.	9.00A	30	ABC	CA		99	99	B	6.7	31	521	1655	206	61	218	120	157	119	78	46	144	78	114	89	56	23	163	72	1130	716
GODZILLA/HONG KONG 1					17	190	190	A	2.7	17	210	1486	195^	29v	238^	152^	176^	147^	58v	62v	199^	100v	143v	43v	62v	56v	95v	LT	954	653
SAT.	8.00A	30	NBC	CA		97	98	B	2.7	21	210	1511	172	43	184	97	110	82	62	58	134	72	95	68	51	30	104	LT	1089	642
GODZILLA/HONG KONG 2					17	190	190	A	3.4	17	265	1808	162^	30v	191^	117^	146^	115^	42v	45v	208^	129^	159^	30v	45v	49v	102v	64v	1307	748
SAT.	8.30A	30	NBC	CA		97	98	B	3.7	21	288	1701	217	53	226	109	144	121	85	61	163	104	121	73	42	32	142	50	1170	683
GREATEST SUPERFRIENDS-1					20	177	178	A	4.7	30	366	1609	211^	47v	211^	90^	204^	114^	121^	LT	174^	100^	123^	88^	74v	29v	177^	57v	1047	637
SAT.	8.00A	30	ABC	CA		90	92	B	3.7	25	288	1656	244	93	264	158	201	132	86	47	194	90	148	117	79	40	157	45	1041	601
GREATEST SUPERFRIENDS-2					20	177	177	A	6.0	30	467	1484	167^	37v	167^	86^	160^	92^	81^	LT	122^	61v	88^	49v	61v	24v	148^	66^	1047	606
SAT.	8.30A	30	ABC	CA		90	90	B	5.2	27	405	1603	209	73	226	124	164	118	85	45	145	71	117	93	59	23	178	74	1054	609

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
HEATHCLIFF & DINGBAT	24	194	194	A	6.6	26	513	1476	174^	88^	216^	140^	170^	108^	51v	39v	220^	110^	177^	113^	98^	37v	176^	86^	864	568
SAT. 11.00A 30 ABC CA		98	98	B	6.8	27	529	1629	234	92	268	154	197	143	91	48	243	148	199	119	73	38	249	106	869	526
IN THE NEWS- 8.26AM	3	195	195	A	5.0	28	389	1432	255^	152^	280^	196^	239^	59v	64v	41v	223^	156^	205^	130^	67v	LT	67v	28v	862	441
SAT. 8.26A 3 CBS CN		98	99	B	4.7	27	366	1425	241	139	272	165	217	93	93	38	231	152	205	153	66	LT	122	49	800	440
IN THE NEWS- 8.56AM	3	199	200	A	7.3	34	568	1739	222	83^	273	204^	250	80^	69^	23v	357	308	322	141^	49v	12v	122^	70^	987	592
SAT. 8.56A 3 CBS CN		99	99	B	6.7	32	521	1651	218	108	267	196	244	116	71	16	348	290	307	159	58	26	153	93	883	523
IN THE NEWS- 9.26AM	3	200	201	A	9.2	38	716	1747	234	117^	283	201	234	94^	82^	30v	285	182	231	202	103^	37v	196	55^	983	560
SAT. 9.26A 3 CBS CN		99	99	B	8.9	38	692	1729	261	143	313	196	263	147	117	38	309	197	254	218	104	43	208	66	899	499
IN THE NEWS-10.26AM	3	197	198	A	7.8	30	607	1646	212	64^	252	158^	200	88^	83^	52^	400	283	347	240	90^	42v	134^	61^	860	444
SAT. 10.26A 3 CBS CN		99	99	B	7.4	28	576	1656	241	82	278	152	210	126	99	68	403	250	338	248	124	57	138	49	837	420
IN THE NEWS-11.56AM	3	186	188	A	6.6	24	513	1639	270	89^	273	192^	207^	149^	36v	66^	372	308	321	224^	54v	35v	103^	LT	891	460
SAT. 11.56A 3 CBS CN		97	97	B	6.6	24	513	1689	305	120	319	196	243	177	76	76	405	306	349	223	81	45	109	9	856	450
IN THE NEWS-12.26PM	3	183	187	A	7.1	25	552	1861	341	104^	384	138^	240	171^	164^	144^	415	339	369	177^	50v	37v	210^	69^	852	485
SAT. 12.26P 3 CBS CN		97	98	B	6.8	24	529	1745	334	93	365	149	232	171	136	133	394	300	333	161	49	54	182	49	804	444
IN THE NEWS-12.56PM	3	167	168	A	6.2	22	482	1755	303	121^	330	147^	259	233^	134^	71^	414	307	358	198^	79^	28v	227^	85^	784	466
SAT. 12.56P 3 CBS CN		90	91	B	6.0	21	467	1697	350	118	410	178	314	253	163	96	368	250	307	191	84	34	186	62	733	407
IN THE NEWS- 1.26PM	3	170	173	A	5.6	19	436	1764	462	154^	501	222^	317	291	143^	175^	447	291	336	263^	92^	64v	143^	96^	673	373
SAT. 1.26P 3 CBS CN		94	94	B	5.5	19	428	1864	437	168	475	177	302	293	185	147	419	216	288	261	149	78	238	118	732	370
IN THE NEWS- 8.26AM-SUN.	2	46	46	A	1.1	9	86	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A 3 CBS CN		32	31	B	1.1	9	86	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.	2	44	44	A	1.7	11	132	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.56A 3 CBS CN		31	31	B	1.7	11	132	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM	3	197	198	A	6.9	26	537	1672	230	92^	273	168^	219^	113^	83^	54v	442	315	370	297	95^	61^	147^	47v	810	384
SAT. 10.56A 3 CBS CN		99	99	B	6.4	25	498	1654	260	107	305	174	245	149	99	60	433	293	367	304	111	56	137	35	779	353
IN THE NEWS-11.26AM	3	187	188	A	6.5	25	506	1658	277	72^	293	200^	224^	145^	57v	69^	401	312	335	234^	78^	51v	107^	9v	857	401
SAT. 11.26A 3 CBS CN		97	97	B	6.3	24	490	1672	312	110	332	187	240	165	88	92	413	312	349	239	75	52	117	21	810	391
INT'L CHAMPIONSHIP BOXING	8	183	182	A	9.7	24	755	1536	502	204	543	161	351	324	264	158^	778	299	473	439	338	238	106^	50^	109^	93^
1 SUN. 3.15P 75 ABC SE		92	91	B	9.7	23	755	1581	452	171	506	159	309	267	247	160	827	301	503	475	385	266	122	42	126	91
2 SUN. 3.30P 60																										
3.30 - 4.00				A	9.2	23	716	1515	493	174	538	189	332	284	218	172	756	300	449	433	331	233	115^	37v	106^	87^
4.00 - 4.30				A	10.7	26	832	1600	514	251	550	126^	368	357	314	153	852	322	543	463	370	256	82^	58^	116^	100^
ISSUES AND ANSWERS	23	182	186	A	3.9	15	303	1224	540	182^	557	111^	218^	241^	216^	297^	538	145^	151^	158^	181^	320^	73v	73v	56v	46v
SUN. 12.00N 30 ABC CC		98	96	B	3.9	14	303	1315	537	137	567	123	234	209	248	303	579	151	254	263	287	265	66	31	103	71
JASON OF STAR COMMAND	3	169	173	A	6.0	21	467	1640	412	131^	453	197^	282	258^	133^	159^	372	227^	274	225^	83^	62v	159^	102^	656	352
SAT. 1.00P 30 CBS CL		93	94	B	5.9	20	459	1813	422	148	475	192	310	279	172	145	370	178	254	239	139	73	249	124	719	351
JONNY QUEST	24	135	135	A	4.5	16	350	1400	227^	LT	231^	120^	120^	LT	42v	111^	361	230^	304^	118^	91^	57v	108^	40v	700	474
SAT. 12.00N 30 NBC CA		73	73	B	5.0	18	389	1674	267	111	320	169	206	116	95	94	340	181	263	151	119	63	209	91	805	450
KIDS ARE PEOPLE TOO I	26	124	122	A	2.8	12	218	1358	357^	110v	380^	187^	237^	146^	87v	143^	185^	129v	129v	86v	LT	56v	151^	51v	642	454^
1 SUN. 10.30A 34 ABC CL		81	82	B	3.1	13	241	1528	387	101	403	200	275	191	157	111	333	165	235	199	137	76	192	100	600	388
CONT'D																										

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WEEKEND DAYTIME CONT'D																										
KIDS ARE PEOPLE TO-CONT'D																										
2 SUN. 10.30A 36																										
10.30 - 11.00				A	2.8	12	218	1326	357^	101v	380^	179^	225^	129v	82v	155^	175^	119v	119v	82v	LT	56v	134v	46v	637	441^
KIDS ARE PEOPLE TOO II	25	124	122	A	3.4	14	265	1430	362^	121^	359^	177^	276^	230^	136^	83v	276^	131^	196^	139^	99v	80v	241^	105v	554	407^
1 SUN. 11.04A 26 ABC CL		81	82	B	3.6	14	280	1541	403	97	430	196	282	197	174	130	378	173	258	218	173	92	208	110	525	335
2 SUN. 11.06A 24																										
LONG BEACH GRAND PRIX(S)		178		A	6.4	13	498	1657	606	150^	655	158^	275^	240^	225^	338^	794	251^	395^	356^	397^	333^	89v	30v	119v	82v
1 SUN. 5.13P 107 CBS SE		96																								
5.30 - 6.00				A	5.5	12	428	1575	607	122v	731	177^	297^	263^	176^	400^	797	248^	345^	370^	439^	353^	LT	LT	47v	47v
6.00 - 6.30				A	6.5	13	506	1719	636	180^	636	167^	313^	258^	265^	290^	801	278^	450^	376^	360^	291^	140^	33v	142^	82v
6.30 - 7.00				A	8.1	15	630	1694	553	148^	580	149^	239^	195^	226^	297^	825	257^	440	363^	388	337^	127^	46v	162^	110^
MEET THE PRESS	26	161	167	A	4.7	17	366	1352	489	90^	535	103^	155^	140^	216^	355	761	153^	245^	249^	306^	466	25v	25v	31v	22v
SUN. 12.30P 30 NBC CC		93	95	B	4.4	16	342	1408	539	143	583	110	181	176	232	347	697	157	259	284	314	348	48	19	80	56
MIGHTY MOUSE/HECKLE-JECKL	2	46	46	A	1.0	9	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.00A 30 CBS CA		32	31	B	1.0	9	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
NBA ON CBS	8	174	175	A	4.2	12	327	1648	413	235^	545	242^	288^	172^	153^	217^	773	404	532	390	240^	236^	189^	88v	141^	120^
1 SUN. 1.00P 142 CBS SE		91	94	B	5.6	16	436	1603	367	193	427	164	231	205	173	161	876	384	565	497	363	265	187	66	113	81
2 SUN. 1.00P 143																										
1.00 - 1.30				A	3.8	12	296	1689	413	288^	531	274^	311^	186^	125^	183^	744	308^	524	416	351^	193^	165^	61v	249^	206^
1.30 - 2.00				A	4.4	13	342	1614	389	266^	503	256^	306^	184^	129^	164^	764	404	559	392	242^	205^	175^	38v	172^	150^
2.00 - 2.30				A	3.9	11	303	1723	466	248^	617	255^	317^	166^	181^	260^	815	441	551	417	215^	264^	202^	128^	89v	86v
2.30 - 3.00				A	4.1	12	319	1743	414	229^	565	204^	248^	162^	181^	270^	825	445	551	420	228^	274^	256^	131^	97^	88v
3.00 - 3.30				A	4.8	13	373	1568	429	179^	541	223^	265^	167^	163^	231^	776	436	489	329	196^	276^	159^	104^	92^	67v
NCAA CHAMP.SERIES-PRE(S)		202		A	6.4	23	498	1514	414^	217^	601	368^	480	306^	166^	121v	688	225^	493	413^	368^	195^	225^	46v	LT	LT
1 SAT. 1.00P 15 NBC SC		98																								
NCAA CHAMP.SERIES-SAT-1(S)		204		A	8.3	27	646	1610	397	174^	527	253^	396	269^	190^	121^	812	261^	523	407	419	271^	172^	34v	99^	91v
1 SAT. 1.15P 100 NBC SE		98																								
1.30 - 2.00				A	8.3	28	646	1673	405	185^	522	262^	398	266^	164^	124^	829	311^	574	407	405	255^	230^	56v	92v	92v
2.00 - 2.30				A	8.4	27	654	1566	372	155^	482	199^	354^	268^	213^	111^	801	242^	511	415	432	267^	146^	21v	137^	137^
2.30 - 3.00				A	9.1	28	708	1602	412	182^	559	266^	423	266^	215^	123^	806	218^	484	402	436	289^	132^	18v	105^	78v
NCAA CHAMP.SERIES-SAT-2(S)		213		A	9.6	27	747	1447	365	132^	441	181^	288^	212^	213^	141^	738	273^	435	363	345	262^	127^	28v	141^	107^
1 SAT. 3.46P 96 NBC SE		99																								
4.00 - 4.30				A	9.1	26	708	1422	358	153^	438	196^	295^	223^	206^	121^	731	266^	423	341	344	270^	128^	25v	125^	82v
4.30 - 5.00				A	9.7	26	755	1472	375	114^	454	187^	299^	220^	218^	145^	740	278^	450	384	352	246^	115^	34v	163^	128^
5.00 - 5.30				A	10.4	28	809	1387	366	84^	423	142^	235^	163^	208^	186^	743	269^	430	366	337	287^	91^	21v	130^	102^
NCAA CHAMP.SERIES-POST(S)		207		A	7.9	19	615	1738	499	150^	549	198^	302^	253^	224^	223^	789	250^	438	397	363^	323^	133^	27v	267^	236^
1 SAT. 5.47P 13 NBC SC		99																								
NCAA CHAMP. SERIES-SUN-1(S)		205		A	9.9	30	770	1465	398	118^	425	164^	233^	208^	152^	183^	746	323	437	356	281^	278^	214^	84^	80^	80^
1 SUN. 1.00P 124 NBC SE		99																								
1.00 - 1.30				A	7.3	24	568	1495	384^	127^	444	190^	278^	242^	199^	157^	800	352^	452	382^	321^	294^	187^	72v	64v	64v
1.30 - 2.00				A	10.0	30	778	1328	330	89^	364	168^	209^	174^	106^	155^	696	308	422	309	252^	274^	189^	85^	79^	79^
2.00 - 2.30				A	11.1	33	864	1406	401	128^	418	158^	222^	212^	130^	182^	662	282	393	294	231^	269^	203^	72^	123^	123^
2.30 - 3.00				A	11.2	32	871	1580	443	123^	461	148^	231^	209^	176^	219^	808	340	460	422	319	278	250^	97^	61v	61v

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WEEKEND DAYTIME CONT'D																										
NCAA CHAMP. SERIES-SUN-2(S)		206		A	11.7	29	910	1468	441	188^	459	192^	271	262	181^	147^	781	323	489	427	354	235^	164^	61v	64v	48v
1 SUN. 3.11P 98 NBC SE		99																								
3.30 - 4.00				A	10.5	26	817	1432	408	162^	421	163^	236^	225^	173^	146^	820	310	518	468	396	235^	144^	51v	47v	28v
4.00 - 4.30				A	12.2	30	949	1454	470	233^	484	215^	297	292	179^	147^	730	311	449	380	323	233^	161^	60v	79^	62v
NCAA CHAMP.SERIES-PRE(S)			206	A	5.6	20	436	1663	341^	133v	341^	78v	110v	73v	126v	190^	890	340^	531^	460^	374^	278^	55v	14v	377^	286^
2 SAT. 1.00P 15 NBC SC			99																							
NCAA CHAMP.SERIES-SAT-1(S)			207	A	8.3	27	646	1502	428	172^	462	120^	219^	222^	204^	180^	908	318^	491	482	388	332^	36v	10v	96^	84v
2 SAT. 1.15P 113 NBC SE			99																							
1.30 - 2.00				A	7.9	27	615	1576	477	197^	527	128^	234^	216^	252^	216^	856	297^	457	460	376^	318^	102^	30v	91v	74v
2.00 - 2.30				A	8.3	27	646	1485	441	166^	479	125^	232^	247^	217^	171^	917	295^	478	464	392	366	LT	LT	89v	78v
2.30 - 3.00				A	9.4	30	731	1458	396	166^	428	124^	225^	239^	168^	156^	963	354	541	520	407	338	LT	LT	67v	67v
NCAA CHAMP.SERIES-SAT-2(S)			209	A	11.0	29	856	1340	327	177^	383	121^	214^	168^	152^	148^	811	284	460	455	355	270^	14v	9v	132^	109^
2 SAT. 3.08P 147 NBC SE			99																							
3.00 - 3.30				A	9.9	29	770	1445	342	171^	372	102^	185^	203^	153^	140^	975	348	543	567	416	306^	LT	LT	98^	88^
3.30 - 4.00				A	10.4	29	809	1398	358	180^	395	110^	226^	208^	173^	150^	873	299	486	515	379	279^	LT	LT	130^	113^
4.00 - 4.30				A	10.7	28	832	1308	339	193^	381	98^	200^	181^	161^	157^	737	247^	396	405	336	255^	15v	15v	175^	162^
4.30 - 5.00				A	11.6	29	902	1322	302	181^	373	134^	216^	137^	129^	144^	816	288	481	468	373	265	12v	12v	121^	89^
5.00 - 5.30				A	12.2	31	949	1298	300	165^	378	143^	221^	131^	146^	145^	762	277	451	408	327	262	35v	13v	123^	90^
NCAA CHAMP.SERIES-POST(S)			208	A	9.3	23	724	1204	354	194^	438	142^	257^	177^	186^	167^	590	215^	315^	260^	222^	257^	45v	14v	131^	111^
2 SAT. 5.35P 25 NBC SC			99																							
NCAA CHAMP. SERIES-SUN-1(S)			208	A	9.1	27	708	1609	365	40v	407	146^	240^	141^	177^	139^	964	361	522	518	407	317^	63v	12v	175^	138^
2 SUN. 1.00P 114 NBC SE			99																							
1.00 - 1.30				A	7.5	25	584	1642	371^	64v	391^	146^	243^	134^	174^	140^	1046	465	620	572	401^	293^	54v	17v	151^	98v
1.30 - 2.00				A	9.2	27	716	1649	399	39v	399	127^	219^	142^	191^	147^	963	368	553	536	417	300^	104^	19v	183^	135^
2.00 - 2.30				A	10.0	28	778	1540	381	LT	381	127^	210^	114^	154^	140^	929	314	473	498	413	328	52v	LT	178^	163^
2.30 - 3.00				A	9.6	26	747	1657	317^	67v	484	201^	307^	184^	194^	132^	949	310^	460	487	412	351	32v	10v	192^	149^
NCAA CHAMP. SERIES-SUN-2(S)			206	A	10.4	25	809	1502	331	106^	365	127^	223^	192^	168^	97^	965	307	527	553	478	312	19v	13v	153^	109^
2 SUN. 2.54P 126 NBC SE			99																							
3.00 - 3.30				A	10.6	27	825	1516	359	112^	429	150^	265^	206^	209^	123^	917	256^	482	511	454	324	14v	14v	156^	113^
3.30 - 4.00				A	10.5	25	817	1491	312	135^	358	138^	227^	198^	165^	95^	930	309	529	551	454	284^	45v	18v	158^	116^
4.00 - 4.30				A	10.5	25	817	1428	314	101^	314	95^	175^	178^	152^	81^	975	320	525	553	495	312	15v	15v	124^	81^
4.30 - 5.00				A	10.4	24	809	1520	338	81^	338	110^	206^	187^	143^	85^	1018	343	565	591	497	319	LT	LT	164^	118^
NEW FAT ALBERT SHOW	3	182	187	A	7.0	25	545	1561	295	86^	318	138^	221	175^	121^	97^	335	232	279	175^	78^	42v	159^	65^	749	404
SAT. 12.00N 30 CBS CA		97	98	B	6.9	25	537	1472	301	112	333	162	236	174	115	97	286	212	241	143	52	34	137	43	716	385
PLASTICMAN/BABY PLAS SHOW	24	184	184	A	6.1	24	475	1491	225^	126^	302	187^	221^	158^	91^	65v	219^	136^	198^	126^	71^	12v	192^	103^	778	520
SAT. 11.30A 30 ABC CA		95	95	B	6.3	25	490	1550	240	101	271	133	183	144	110	65	242	122	183	120	89	51	210	95	827	513
PRO BOWLERS TOUR	10	189	187	A	8.6	23	669	1628	626	221	640	205	342	342	296	233	783	275	439	337	304	300	121^	38v	84^	50^
SAT. 3.30P 90 ABC SE		94	94	B	9.3	24	724	1639	622	201	665	198	346	330	300	268	708	232	379	346	306	275	130	53	136	103
3.30 - 4.00				A	7.4	21	576	1675	669	238	683	221	383	374	340	234	795	325	485	348	306	263	95^	26v	102^	55^
4.00 - 4.30				A	8.5	23	661	1620	641	218	652	207	359	355	306	228	776	238	411	324	321	321	141^	43v	51^	35v
4.30 - 5.00				A	9.8	25	762	1604	585	208	597	193	296	308	255	236	781	269	428	340	291	311	127^	45^	99^	59^
RICHIE RICH	19	193	193	A	8.3	32	646	1627	195	100^	219	122^	182^	133^	81^	31v	169^	124^	159^	91^	45v	LT	185^	105^	1054	637
SAT. 9.30A 30 ABC CA		99	99	B	7.7	30	599	1703	235	83	261	149	191	138	76	56	167	88	136	107	69	24	179	87	1096	688
SCHOOLHOUSE ROCK-8.26AM	20	177	178	A	5.3	32	412	1694	183^	41v	186^	83^	176^	93^	103^	LT	180^	112^	134^	98^	68v	24v	226^	58v	1102	665
SAT. 8.26A 3 ABC CN		90	92	B	4.4	28	342	1657	226	81	247	149	184	126	80	47	176	87	140	112	71	30	164	47	1070	621

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																														
SCHOOLHOUSE ROCK-10.26AM					24	193	193	A	8.1	31	630	1554	229	154^	237	147^	172^	108^	69^	38v	160^	65^	115^	76^	62^	33v	219	122^	938	602
SAT.	10.26A	3	ABC	CN		99	99	B	7.8	29	607	1614	225	87	256	145	190	127	85	50	194	110	162	110	69	26	209	109	955	585
SCHOOLHOUSE ROCK-10.56AM					19	192	191	A	6.7	25	521	1710	255	176^	267	190^	227^	130^	63^	26v	255	137^	202^	104^	75^	43v	197^	115^	991	610
SAT.	10.56A	3	ABC	CN		98	98	B	7.6	28	591	1658	252	104	275	166	211	149	90	46	262	166	219	123	77	38	253	118	868	530
SCHOOLHOUSE ROCK-11.55AM					23	141	134	A	3.0	12	233	1459	473^	39v	473^	77v	176^	201^	146^	250^	400^	124v	172^	137^	146^	203^	149^	21v	437^	227^
SUN.	11.55A	4	ABC	CN		87	86	B	3.1	11	241	1458	495	175	525	168	242	198	175	255	404	155	224	194	128	154	102	44	427	266
SCOOBY & SCRAPPY DOO					19	193	193	A	9.0	34	700	1536	221	144^	230	140^	174	119^	75^	33v	130^	57^	114^	79^	69^	LT	213	108^	963	603
SAT.	10.00A	30	ABC	CA		99	99	B	8.6	32	669	1643	226	86	257	153	189	130	72	51	189	107	156	107	69	28	202	102	995	611
SPORTSWORLD					10	134	162	A	6.4	14	498	1604	657	170^	714	260	451	354	295	218^	772	352	490	440	261	242^	LT	LT	110^	41v
SUN.	5.00P	60	NBC	SE		78	85	B	7.6	18	591	1678	541	201	584	213	341	297	259	200	835	280	498	492	401	256	108	49	151	107
5.00 - 5.30								A	6.3	14	490	1600	688	181^	735	276	498	386	310	205^	787	366	512	456	264	230^	LT	LT	78^	33v
5.30 - 6.00								A	6.6	14	513	1569	622	158^	680	237	397	318	277	228^	739	329	459	413	253	248	16v	LT	134^	43v
SUNDAY MORNING					26	129	132	A	4.5	22	350	1474	543	152^	620	200^	331^	283^	296^	261^	654	231^	331^	379	286^	234^	28v	23v	172^	89^
SUN.	9.00A	90	CBS	N		80	83	B	4.5	22	350	1416	577	196	619	133	272	293	353	291	622	189	313	345	318	241	68	LT	107	67
9.00 - 9.30								A	3.8	21	296	1446	522	134^	600	175^	299^	266^	331^	263^	632	234^	341^	348^	253^	246^	41v	21v	173^	82v
9.30 - 10.00								A	4.8	23	373	1555	590	142^	657	236^	388	331	297^	241^	668	249^	352	378	290^	212^	21v	21v	209^	107^
10.00 - 10.30								A	5.0	22	389	1391	506	175^	596	185^	300^	251^	269^	270^	633	203^	288^	394	294^	239^	26v	26v	136^	77v
SUPERSTARS					9	180	179	A	6.3	18	490	1535	536	181^	563	163^	334	349	303	159^	670	237^	416	337	291	222^	194^	82^	108^	89^
1 SUN.	2.00P	75	ABC	SE		94	93	B	7.5	20	584	1691	584	222	636	196	397	353	326	192	716	280	440	388	317	213	174	60	165	111
2 SUN.	2.00P	90																												
2.00 - 2.30								A	5.2	15	405	1679	551	190^	568	126^	313	334	328	188^	759	287^	523	371	331	226^	233^	84^	119^	82^
2.30 - 3.00								A	6.4	18	498	1606	569	191^	587	185^	341	395	304	159^	650	228^	396	323	286	220^	241^	98^	128^	110^
3.00 - 3.30								A	7.9	21	615	1410	509	184^	543	147^	330^	273^	286^	179^	677	248^	437	344^	273^	225^	88v	48v	102^	81v
TARZAN/LONE RANGER-1					3	197	198	A	7.9	30	615	1576	224	68^	260	169^	210	85^	82^	50^	389	268	344	230	101^	36v	139^	65^	788	398
SAT.	10.00A	30	CBS	CA		99	99	B	7.5	29	584	1601	248	86	283	163	221	127	98	62	386	237	335	247	128	43	151	52	781	381
TARZAN/LONE RANGER-2					3	197	198	A	7.5	29	584	1620	237	89^	279	174^	221	106^	82^	58^	464	331	389	285	97^	65^	144^	47v	733	353
SAT.	10.30A	30	CBS	CA		99	99	B	7.0	27	545	1642	264	102	312	176	240	133	95	72	452	294	379	294	125	66	140	33	738	344
30 MINUTES					3	172	179	A	4.5	15	350	1706	486	106^	512	142^	232^	214^	182^	271^	600	363	466	352	188^	95^	154^	96^	440	184^
SAT.	1.30P	30	CBS	DN		95	96	B	4.7	16	366	1805	510	146	527	155	246	275	219	236	556	289	392	350	236	98	219	105	503	205
THREE ROBONIC STOOGES					2	44	44	A	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN.	8.30A	30	CBS	CA		31	31	B	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
THUNDARR-THE BARBARIAN					24	192	191	A	7.0	27	545	1694	262	189^	275	190^	233	130^	70^	29v	233	118^	179^	95^	71^	44v	207^	122^	979	579
SAT.	10.30A	30	ABC	CA		98	98	B	7.7	29	599	1657	247	93	269	161	206	151	90	45	235	144	195	116	75	33	247	121	906	551
TIME OUT-8:28AM					26	190	190	A	3.3	20	257	1786	186^	28v	213^	147^	186^	159^	52v	27v	253^	155^	205^	50v	70v	48v	102v	LT	1218	837
SAT.	8.28A	2	NBC	CN		97	98	B	3.5	25	272	1543	168	33	173	94	125	99	54	40	139	73	94	63	54	37	116	22	1115	685
TIME OUT-9:28AM					26	202	202	A	3.8	16	296	1676	270^	44v	270^	111^	135^	135^	65v	135^	109^	LT	64v	64v	84v	45v	57v	57v	1240	883
SAT.	9.28A	2	NBC	CN		99	99	B	4.8	22	373	1740	213	86	238	127	167	127	78	54	134	62	94	66	59	32	231	86	1137	708
TIME OUT-10:28AM					26	202	202	A	4.9	19	381	1892	405	113^	405	167^	258^	171^	159^	147^	216^	87^	180^	150^	129^	36v	237^	127^	1034	673
SAT.	10.28A	2	NBC	CN		99	99	B	4.8	18	373	1668	250	98	280	146	188	112	87	77	210	108	158	110	92	43	251	101	927	593
TIME OUT-11:28AM					26	176	175	A	4.7	18	366	1956	431	139^	524	248^	346	98^	194^	178^	360	125^	268^	226^	235^	55v	153^	65v	919	653
SAT.	11.28A	2	NBC	CN		84	84	B	5.5	21	428	1645	270	92	335	177	218	109	92	103	296	169	227	132	107	56	243	88	771	473

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
TIME OUT-12:28PM	25	135	135	A	4.5	16	350	1446	225^	LT	228^	123^	123^	LT	34v	105^	413	241^	355	188^	131^	58v	80v	34v	725	506
SAT. 12.28P 2 NBC CN		73	73	B	4.6	16	358	1668	264	107	313	168	203	117	93	88	342	184	265	156	116	67	211	91	802	437
TOM AND JERRY	3	195	195	A	4.4	27	342	1354	220^	144^	243^	167^	202^	55v	55v	41v	219^	149^	199^	143^	70v	LT	111^	61v	781	369
SAT. 8.00A 30 CBS CA		98	99	B	4.2	26	327	1386	220	135	250	144	189	94	92	39	232	146	204	164	72	LT	137	75	767	415
TOURN. PLAYERS CHAMP-SAT.(S)			157	A	3.3	9	257	1230	482^	117v	486^	108v	241^	234v	180v	245^	619^	121v	370^	359^	377^	225v	117v	78v	LT	LT
2 SAT. 3.00P 90 CBS SE			76																							
3.00 - 3.30				A	3.3	10	257	1253	466^	175v	466^	128v	264^	264^	175v	202v	647^	144v	413^	416^	381^	207v	113v	82v	27v	27v
3.30 - 4.00				A	3.2	9	249	1169	470^	72v	470^	73v	189v	189v	160v	281^	606^	152v	377^	362^	346^	201v	93v	60v	LT	LT
4.00 - 4.30				A	3.3	9	257	1311	521^	113v	548^	132v	279^	253^	210v	269^	614^	61v	322^	304^	421^	276^	149v	94v	LT	LT
TOURN. PLAYERS CHAMP-SUN.(S)			187	A	4.5	10	350	1609	659^	222^	685	99v	268^	290^	403^	354^	711	251^	365^	299^	253^	320^	75v	38v	138v	61v
2 SUN. 4.07P 113 CBS SE			99																							
4.00 - 4.30				A	4.2	10	327	1801	733	289^	766	173v	359^	360^	445^	328^	772	302^	448^	329^	269^	299^	121v	29v	142v	73v
4.30 - 5.00				A	3.7	9	288	1615	642^	264^	687^	118v	257^	281^	388^	375^	800^	330^	483^	365^	222^	317^	87v	LT	41v	41v
5.00 - 5.30				A	4.3	10	335	1612	640^	177v	676^	99v	260^	295^	395^	360^	736	304^	379^	347^	223^	325^	26v	26v	174v	72v
5.30 - 6.00				A	5.8	13	451	1472	634	198^	634	42v	217^	239^	386^	353^	599	128v	233^	206^	284^	328^	73v	73v	166^	55v

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. MAR.9, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,060 24.5				17,270 22.2				16,180 20.8			
ABC TV program					THAT'S INCREDIBLE				DYNASTY (OP)				SOAP			
ABC TV AVERAGE AUDIENCE (Households (000) & %)					15,020 19.3	19.0*		19.6*	13,620 17.5	16.6*		18.4*	12,760 16.4	16.8*		16.0*
ABC TV SHARE OF AUDIENCE %					28	28 *		28 *	26	24 *		27 *	28	27 *		28 *
ABC TV AVG. AUD. BY ¼ HR. %					18.5	19.5	19.6	19.6	16.4	16.9	18.3	18.5	17.0	16.6	16.5	15.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,550 18.7				19,840 25.5		17,580 22.6		19,220 24.7			
CBS TV program					WHITE SHADOW (OP)				M*A*S*H		HOUSE CALLS		LOU GRANT			
CBS TV AVERAGE AUDIENCE (Households (000) & %)					11,440 14.7	14.4*		14.9*	17,970 23.1		16,340 21.0		16,030 20.6	20.5*		20.6*
CBS TV SHARE OF AUDIENCE %					21	21 *		22 *	34		31		35	33 *		36 *
CBS TV AVG. AUD. BY ¼ HR. %					14.4	14.4	14.7	15.1	22.1	24.1	21.0	21.1	20.3	20.7	20.9	20.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,200 31.1								14,940 19.2			
NBC TV program					LITTLE HOUSE-PRAIRIE (OP)(SUS-OP)								FLAMINGO ROAD(B)			
NBC TV AVERAGE AUDIENCE (Households (000) & %)					16,800 21.6	21.1*		22.6*		21.8*		21.1*	11,750 15.1	15.5*		14.6*
NBC TV SHARE OF AUDIENCE %					32	31 *		33 *		32 *		31 *	25	25 *		25 *
NBC TV AVG. AUD. BY ¼ HR. %					20.7	21.5	22.1	23.2	22.5	21.1	21.8	20.4	15.9	15.2	14.4	14.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,710 27.9				17,430 22.4				16,650 21.4			
ABC TV program					THAT'S INCREDIBLE				DYNASTY (OP)				SOAP			
ABC TV AVERAGE AUDIENCE (Households (000) & %)					17,120 22.0	21.0*		22.9*	14,240 18.3	17.5*		19.1*	13,380 17.2	17.6*		16.8*
ABC TV SHARE OF AUDIENCE %					33	32 *		34 *	28	26 *		29 *	29	29 *		30 *
ABC TV AVG. AUD. BY ¼ HR. %					20.3	21.8	22.6	23.2	17.8	17.7	19.1	19.1	17.6	17.6	17.2	16.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,970 23.1				23,680 30.4		19,220 24.7		18,210 23.4			
CBS TV program					WHITE SHADOW (OP)				M*A*S*H		HOUSE CALLS		LOU GRANT			
CBS TV AVERAGE AUDIENCE (Households (000) & %)					13,850 17.8	16.7*		18.9*	21,320 27.4		18,050 23.2		14,550 18.7	19.6*		17.8*
CBS TV SHARE OF AUDIENCE %					27	25 *		28 *	41		36		32	32 *		31 *
CBS TV AVG. AUD. BY ¼ HR. %					15.9	17.6	18.5	19.4	26.9	28.0	23.3	23.1	19.9	19.3	18.3	17.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,100 20.7				16,340 21.0							
NBC TV program					PROJECT PEACOCK DONAHUE AND KIDS(OP)				NBC MONDAY NIGHT MOVIES MADAME X(OP)							
NBC TV AVERAGE AUDIENCE (Households (000) & %)					11,830 15.2	16.0*		14.4*	10,740 13.8	13.1*		13.1*		14.6*		14.5*
NBC TV SHARE OF AUDIENCE %					23	24 *		21 *	22	20 *		20 *		24 *		26 *
NBC TV AVG. AUD. BY ¼ HR. %					16.6	15.5	14.6	14.3	13.3	12.9	13.0	13.1	14.6	14.5	14.5	14.5

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	62.3	64.1	64.1	65.9	67.7	68.3	68.9	69.6	68.8	68.6	68.2	67.4	62.8	60.8	58.4	56.2
WK. 2	60.9	63.8	64.4	65.5	65.7	67.0	67.4	67.5	66.5	66.5	64.8	64.7	61.9	59.8	57.7	55.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.MON. MAR.16, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 10, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,360 23.6		16,650 21.4		18,280 23.5		17,890 23.0		17,040 21.9			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000) & %)					16,340 21.0		15,170 19.5		16,570 21.3		16,100 20.7		13,070 16.8	17.3*		16.3*
SHARE OF AUDIENCE %					32		28		31		31		28	28 *		28 *
AVG. AUD. BY ¼ HR. %					20.3	21.8	19.8	19.2	21.0	21.7	20.7	20.7	17.5	17.1	16.7	15.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,190 13.1				20,310 26.1							
Program					← THAT'S MY LINE (OP) →				← CBS TUESDAY NIGHT MOVIES HELLINGER'S LAW →							
AVERAGE AUDIENCE (Households (000) & %)					7,470 9.6	9.1*		10.2*	14,550 18.7	17.0*		18.2*		19.6*		19.8*
SHARE OF AUDIENCE %					14	14 *		15 *	29	25 *		27 *		31 *		34 *
AVG. AUD. BY ¼ HR. %					8.9	9.3	10.0	10.4	16.6	17.4	18.0	18.3	19.4	19.9	20.1	19.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,510 22.5				16,730 21.5				15,950 20.5			
Program					← LOBO (R)(OP) →				← BJ AND THE BEAR (OP) →				← FLAMINGO ROAD →			
AVERAGE AUDIENCE (Households (000) & %)					14,470 18.6	18.0*		19.3*	13,850 17.8	17.5*		18.2*	13,150 16.9	17.4*		16.5*
SHARE OF AUDIENCE %					28	27 *		28 *	26	26 *		27 *	28	28 *		28 *
AVG. AUD. BY ¼ HR. %					17.7	18.3	19.1	19.5	17.3	17.6	18.0	18.4	17.6	17.2	16.7	16.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,360 23.6		17,660 22.7		19,760 25.4		18,130 23.3		18,360 23.6			
Program					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000) & %)					15,560 20.0		16,420 21.1		17,970 23.1		16,490 21.2		15,090 19.4	19.4*		19.4*
SHARE OF AUDIENCE %					31		31		35		34		33	32 *		34 *
AVG. AUD. BY ¼ HR. %					19.0	21.0	20.7	21.5	22.9	23.3	21.3	21.1	19.3	19.6	19.6	19.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,020 19.3				15,480 19.9							
Program					← PALMERSTOWN (OP) →				← CBS TUESDAY NIGHT MOVIES VOICES →							
AVERAGE AUDIENCE (Households (000) & %)					12,370 15.9	15.6*		16.2*	9,880 12.7	13.0*		13.0*		12.6*		12.1*
SHARE OF AUDIENCE %					24	24 *		24 *	21	20 *		21 *		21 *		21 *
AVG. AUD. BY ¼ HR. %					15.3	15.9	16.4	15.9	13.1	13.0	13.0	12.9	12.6	12.6	12.3	12.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,570 21.3				19,680 25.3							
Program					← BJ AND THE BEAR (OP) →				← FLAMINGO ROAD (SUS-OP) →							
AVERAGE AUDIENCE (Households (000) & %)					13,070 16.8	16.1*		17.5*	14,160 18.2	17.8*		18.0*		18.8*		18.1*
SHARE OF AUDIENCE %					25	25 *		26 *	30	27 *		29 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					16.0	16.2	17.1	17.9	18.0	17.6	17.9	18.1	18.9	18.8	18.5	17.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.8	63.8	64.6	65.1	65.5	67.4	68.3	68.6	67.7	68.3	68.0	67.0	63.4	61.9	60.0	57.9
WK. 2	61.1	63.2	63.7	64.5	64.0	65.9	67.4	67.8	65.9	64.9	63.3	62.7	60.5	59.5	58.0	55.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. TUE. MAR. 17, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000))					15,790				17,350				14,700			
TOTAL AUDIENCE (%)					20.3				22.3				18.9			
Program					EIGHT IS ENOUGH				ALOHA PARADISE (OP)				VEGA$			
AVERAGE AUDIENCE (Households (000))					12,450				13,690				11,670			
AVERAGE AUDIENCE (%)					16.0	15.0*		17.0*	17.6	17.3*		17.9*	15.0	15.1*		14.8*
SHARE OF AUDIENCE %					24	23 *		25 *	27	26 *		27 *	26	26 *		27 *
AVG. AUD. BY ¼ HR. %					14.6	15.5	16.6	17.5	17.4	17.3	18.1	17.7	15.4	14.9	14.7	14.8
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000))					13,460				21,010							
TOTAL AUDIENCE (%)					17.3				27.0							
Program					ENOS (OP)				CBS WEDNESDAY NIGHT MOVIE THE KILLING OF RANDY WEBSTER							
AVERAGE AUDIENCE (Households (000))					11,360				15,090							
AVERAGE AUDIENCE (%)					14.6	14.1*		15.1*	19.4	18.7*		19.5*		19.9*		19.7*
SHARE OF AUDIENCE %					22	22 *		22 *	32	28 *		30 *		34 *		36 *
AVG. AUD. BY ¼ HR. %					13.6	14.6	15.0	15.2	18.3	19.1	19.7	19.2	20.1	19.7	19.7	19.6
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000))					20,150				16,650		14,550		14,550			
TOTAL AUDIENCE (%)					25.9				21.4		18.7		18.7			
Program					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (SUS-OP)		QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000))					16,340				14,700		13,150		11,200			
AVERAGE AUDIENCE (%)					21.0	20.2*		21.8*	18.9		16.9		14.4	14.7*		14.0*
SHARE OF AUDIENCE %					32	31 *		32 *	29		26		25	25 *		25 *
AVG. AUD. BY ¼ HR. %					19.6	20.8	22.1	21.6	18.5	19.3	16.8	17.0	15.1	14.4	14.0	14.1
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000))					25,290								13,380			
TOTAL AUDIENCE (%)					32.5								17.2			
Program					GREATEST AMERICAN HERO (OP)								VEGA$			
AVERAGE AUDIENCE (Households (000))					18,520								10,350			
AVERAGE AUDIENCE (%)					23.8	22.4*		24.1*		25.4*		23.4*	13.3	13.6*		12.9*
SHARE OF AUDIENCE %					35	34 *		35 *		37 *		35 *	22	22 *		22 *
AVG. AUD. BY ¼ HR. %					21.8	23.0	23.8	24.5	25.8	25.0	24.9	21.9	14.1	13.1	12.7	13.1
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000))					15,020				23,260							
TOTAL AUDIENCE (%)					19.3				29.9							
Program					ENOS (OP)				CBS WEDNESDAY NIGHT MOVIE KENNY ROGERS AS THE GAMBLER(R)							
AVERAGE AUDIENCE (Households (000))					11,830				16,490							
AVERAGE AUDIENCE (%)					15.2	14.7*		15.7*	21.2	18.9*		20.3*		23.0*		22.6*
SHARE OF AUDIENCE %					23	22 *		23 *	33	27 *		30 *		38 *		39 *
AVG. AUD. BY ¼ HR. %					14.5	14.8	15.4	16.0	18.7	19.1	19.6	20.9	22.9	23.0	23.0	22.2
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000))					18,910				15,790		14,240		15,480			
TOTAL AUDIENCE (%)					24.3				20.3		18.3		19.9			
Program					REAL PEOPLE (OP)				DIFF'RENT STROKES		FACTS OF LIFE (OP)		QUINCY, M.E.			
AVERAGE AUDIENCE (Households (000))					15,560				14,240		12,990		12,530			
AVERAGE AUDIENCE (%)					20.0	19.7*		20.3*	18.3		16.7		16.1	16.4*		15.9*
SHARE OF AUDIENCE %					30	30 *		30 *	26		25		27	27 *		28 *
AVG. AUD. BY ¼ HR. %					19.5	19.8	19.9	20.6	17.9	18.8	16.7	16.6	16.3	16.4	16.0	15.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.6	62.2	62.6	63.4	63.9	64.8	66.9	68.0	66.0	66.7	66.1	65.3	60.1	57.1	55.4	54.5
WK. 2	61.7	62.6	62.6	64.1	66.1	66.9	67.6	68.7	69.2	69.2	68.1	65.8	61.6	60.5	59.1	56.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					14,630		13,460		15,020		14,780		17,890			
TOTAL AUDIENCE (%)					18.8		17.3		19.3		19.0		23.0			
Program					MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000))					12,840		12,210		13,540		13,380		13,540			
AVERAGE AUDIENCE (%)					16.5		15.7		17.4		17.2		17.4	18.3*		16.6*
SHARE OF AUDIENCE %					26		24		27		27		30	31 *		30 *
AVG. AUD. BY ¼ HR. %					15.7	17.3	15.3	16.1	17.2	17.5	16.9	17.5	18.5	18.0	16.6	16.6
CBS TV																
TOTAL AUDIENCE (Households (000))					15,950				21,710				19,220			
TOTAL AUDIENCE (%)					20.5				27.9				24.7			
Program					← WALTONS (OP) →				← MAGNUM, P.I. →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000))					13,380				17,890				15,560			
AVERAGE AUDIENCE (%)					17.2	16.6*		17.7*	23.0	22.6*		23.4*	20.0	20.2*		19.7*
SHARE OF AUDIENCE %					27	26 *		27 *	36	35 *		37 *	35	34 *		35 *
AVG. AUD. BY ¼ HR. %					16.1	17.2	17.7	17.7	22.4	22.8	23.5	23.3	20.2	20.2	20.3	19.2
NBC TV																
TOTAL AUDIENCE (Households (000))					15,950				13,930							
TOTAL AUDIENCE (%)					20.5				17.9							
Program					← BUCK ROGERS--25TH CENTURY (OP) →				← NBC THURSDAY NIGHT MOVIES THE MILLION-DOLLAR FACE(OP) →							
AVERAGE AUDIENCE (Households (000))					12,450				8,170							
AVERAGE AUDIENCE (%)					16.0	14.9*		17.2*	10.5	10.5*		10.2*		11.0*		10.4*
SHARE OF AUDIENCE %					25	24 *		26 *	17	16 *		16 *		18 *		19 *
AVG. AUD. BY ¼ HR. %					14.2	15.5	17.3	17.1	10.5	10.5	10.4	9.9	10.9	11.1	10.9	10.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					14,550		14,240		14,390		13,150		12,060			
TOTAL AUDIENCE (%)					18.7		18.3		18.5		16.9		15.5			
Program					MORK & MINDY (R)		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		← ABC NEWS CLOSEUP SOLDIERS OF THE TWILIGHT →			
AVERAGE AUDIENCE (Households (000))					12,060		12,840		12,840		11,750		8,640			
AVERAGE AUDIENCE (%)					15.5		16.5		16.5		15.1		11.1	11.6*		10.5*
SHARE OF AUDIENCE %					24		25		25		23		20	20 *		19 *
AVG. AUD. BY ¼ HR. %					15.0	16.1	16.1	17.0	16.4	16.6	15.0	15.1	12.1	11.1	10.5	10.6
CBS TV																
TOTAL AUDIENCE (Households (000))					17,510				20,310				19,140			
TOTAL AUDIENCE (%)					22.5				26.1				24.6			
Program					← WALTONS (OP) →				← MAGNUM, P.I. →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000))					14,390				16,570				14,700			
AVERAGE AUDIENCE (%)					18.5	17.7*		19.4*	21.3	20.7*		21.9*	18.9	19.3*		18.5*
SHARE OF AUDIENCE %					28	27 *		29 *	32	31 *		34 *	34	33 *		34 *
AVG. AUD. BY ¼ HR. %					17.1	18.3	19.4	19.4	20.4	21.1	21.9	21.9	19.4	19.3	19.0	18.1
NBC TV																
TOTAL AUDIENCE (Households (000))					16,260				18,980							
TOTAL AUDIENCE (%)					20.9				24.4							
Program					← BUCK ROGERS-25TH CENTURY (OP) →				← NBC THURSDAY NIGHT MOVIES WHICH WAY IS UP?(SUS-OP) →							
AVERAGE AUDIENCE (Households (000))					12,450				11,830							
AVERAGE AUDIENCE (%)					16.0	15.6*		16.4*	15.2	15.1*		15.4*		15.9*		14.5*
SHARE OF AUDIENCE %					24	24 *		25 *	25	23 *		24 *		27 *		27 *
AVG. AUD. BY ¼ HR. %					15.2	15.9	16.8	16.1	15.0	15.1	15.6	15.1	16.1	15.6	14.7	14.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	58.5	59.8	60.0	61.3	61.9	64.1	65.0	65.9	64.3	64.5	64.5	63.7	60.8	59.1	57.1	54.4
WK. 2	61.0	62.2	63.8	65.2	65.2	66.5	66.7	67.0	66.5	66.6	65.9	64.8	60.2	56.7	55.0	53.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.13, 1981 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					13,850		12,290		13,930							
TOTAL AUDIENCE (%)					17.8		15.8		17.9							
Program					BENSON		I'M A BIG GIRL NOW (OP)		← ABC FRIDAY NIGHT MOVIE THE CRACKER FACTORY(R) →							
AVERAGE AUDIENCE (Households (000))					12,060		10,810		8,710							
AVERAGE AUDIENCE (%)					15.5		13.9		11.2	11.7*		11.3*		11.5*		10.2*
SHARE OF AUDIENCE %					25		22		19	19 *		18 *		19 *		18 *
AVG. AUD. BY ¼ HR. %					14.8	16.2	14.0	13.9	12.0	11.5	11.5	11.0	11.8	11.2	10.2	10.3
CBS TV																
TOTAL AUDIENCE (Households (000))					20,070				26,840				28,860			
TOTAL AUDIENCE (%)					25.8				34.5				37.1			
Program					← INCREDIBLE HULK (OP) →				← DUKES OF HAZZARD →				← DALLAS →			
AVERAGE AUDIENCE (Households (000))					15,400				22,950				25,130			
AVERAGE AUDIENCE (%)					19.8	17.8*		21.8*	29.5	28.5*		30.4*	32.3	32.5*		32.1*
SHARE OF AUDIENCE %					32	29 *		34 *	47	46 *		49 *	55	54 *		57 *
AVG. AUD. BY ¼ HR. %					17.0	18.5	21.0	22.5	27.7	29.4	30.0	30.8	32.2	32.7	32.7	31.6
NBC TV																
TOTAL AUDIENCE (Households (000))					12,990		12,060		10,970				8,170			
TOTAL AUDIENCE (%)					16.7		15.5		14.1				10.5			
Program					HARPER VALLEY		BRADY BRIDES (OP)		← NERO WOLFE (SUS-OP) →				← NBC MAGAZINE →			
AVERAGE AUDIENCE (Households (000))					11,200		10,500		9,020				5,600			
AVERAGE AUDIENCE (%)					14.4		13.5		11.6	11.4*		11.8*	7.2	7.9*		6.6*
SHARE OF AUDIENCE %					24		21		19	18 *		19 *	12	13 *		12 *
AVG. AUD. BY ¼ HR. %					14.1	14.8	13.6	13.4	11.4	11.4	11.9	11.6	8.2	7.5	6.9	6.2

EVE.FRI. MAR.20, 1981 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					11,510		11,360		15,950							
TOTAL AUDIENCE (%)					14.8		14.6		20.5							
Program					BENSON		I'M A BIG GIRL NOW (OP)		← ABC FRIDAY NIGHT MOVIE THE CHILD STEALER(R) →							
AVERAGE AUDIENCE (Households (000))					10,580		10,430		10,740							
AVERAGE AUDIENCE (%)					13.6		13.4		13.8	13.7*		13.0*		13.9*		14.5*
SHARE OF AUDIENCE %					22		21		23	22 *		21 *		23 *		25 *
AVG. AUD. BY ¼ HR. %					13.2	14.0	13.3	13.5	13.8	13.6	13.1	13.0	14.0	13.8	14.2	14.7
CBS TV																
TOTAL AUDIENCE (Households (000))					13,460		16,490		25,360							
TOTAL AUDIENCE (%)					17.3		21.2		32.6							
Program					YOU'RE-GREATEST C BROWN (R)		BUGS BUNNY BUSTIN OUT (R)(OP)		← CARNIVAL OF THRILLS (R) →							
AVERAGE AUDIENCE (Households (000))					12,210		14,940		17,970							
AVERAGE AUDIENCE (%)					15.7		19.2		23.1	22.2*		22.3*		24.5*		23.5*
SHARE OF AUDIENCE %					26		31		38	36 *		37 *		41 *		41 *
AVG. AUD. BY ¼ HR. %					15.2	16.1	18.6	19.7	22.0	22.3	22.1	22.4	24.6	24.4	23.9	23.2
NBC TV																
TOTAL AUDIENCE (Households (000))					14,320		13,850		12,210				9,730			
TOTAL AUDIENCE (%)					18.4		17.8		15.7				12.5			
Program					HARPER VALLEY		BRADY BRIDES (OP)		← NERO WOLFE (OP) →				← NBC MAGAZINE →			
AVERAGE AUDIENCE (Households (000))					12,990		11,830		9,340				7,080			
AVERAGE AUDIENCE (%)					16.7		15.2		12.0	11.9*		12.1*	9.1	9.0*		9.2*
SHARE OF AUDIENCE %					27		24		20	19 *		20 *	15	15 *		16 *
AVG. AUD. BY ¼ HR. %					16.4	17.1	15.1	15.4	11.9	11.9	12.2	12.1	9.3	8.7	9.2	9.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.1	57.9	59.4	59.8	59.9	61.8	62.9	63.9	62.3	62.6	62.9	62.4	60.4	59.0	57.2	55.9
WK. 2	54.8	56.2	55.9	57.9	60.0	61.8	62.1	62.9	62.1	61.7	61.0	61.1	60.6	59.4	58.3	56.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. MAR.20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,160 18.2				22,330 28.7				19,450 25.0			
Program					240-ROBERT				LOVE BOAT (OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,500 13.5	12.0*		15.0*	19,060 24.5	24.0*		25.0*	16,100 20.7	21.0*		20.3*
SHARE OF AUDIENCE %					22	20 *		25 *	41	40 *		41 *	37	37 *		38 *
AVG. AUD. BY ¼ HR. %					11.6	12.4	14.4	15.6	23.1	24.9	25.2	24.7	21.1	20.9	20.6	20.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,860 19.1		13,620 17.5		10,740 13.8				12,530 16.1			
Program					WKRP IN CINCINNATI		FLO (OP)		CONCRETE COWBOYS				RIKER			
AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0		11,830 15.2		8,250 10.6	10.4*		10.8*	9,880 12.7	12.9*		12.6*
SHARE OF AUDIENCE %					27		25		18	17 *		18 *	23	23 *		24 *
AVG. AUD. BY ¼ HR. %					16.1	16.0	15.0	15.3	10.6	10.3	10.6	10.9	12.8	12.9	12.8	12.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,560 20.0				10,500 13.5				10,350 13.3			
Program					BARBARA MANDRELL (OP)				GANGSTER CHRONICLES (OP)				HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	14.1*		14.4*	8,010 10.3	10.4*		10.3*	8,090 10.4	10.2*		10.5*
SHARE OF AUDIENCE %					24	24 *		24 *	17	17 *		17 *	19	18 *		20 *
AVG. AUD. BY ¼ HR. %					[illegible]	[illegible]	14.5	14.3	10.7	10.0	10.3	10.2	10.0	10.5	10.5	10.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,170 19.5				20,930 26.9				18,520 23.8			
Program					240-ROBERT				LOVE BOAT (R)(OP)				FANTASY ISLAND			
AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4	13.9*		16.9*	17,190 22.1	21.0*		23.1*	15,250 19.6	19.8*		19.5*
SHARE OF AUDIENCE %					26	24 *		28 *	37	36 *		38 *	35	35 *		35 *
AVG. AUD. BY ¼ HR. %					13.1	14.7	16.8	17.0	20.4	21.7	23.0	23.2	20.0	19.5	19.5	19.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,550 18.7		12,450 16.0		11,830 15.2				12,210 15.7			
Program					WKRP IN CINCINNATI		FLO (OP)		CONCRETE COWBOYS				RIKER			
AVERAGE AUDIENCE (Households (000) & %)					12,680 16.3		11,200 14.4		9,180 11.8	12.1*		11.5*	9,650 12.4	12.2*		12.6*
SHARE OF AUDIENCE %					28		24		20	21 *		19 *	22	21 *		23 *
AVG. AUD. BY ¼ HR. %					16.4	16.2	14.3	14.5	12.5	11.6	11.4	11.6	12.2	12.3	12.5	12.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,320 18.4				10,970 14.1				12,060 15.5			
Program					BARBARA MANDRELL (OP)				GANGSTER CHRONICLES (SUS-OP)				HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %)					11,440 14.7	14.5*		15.0*	8,480 10.9	10.9*		10.9*	9,410 12.1	12.1*		12.0*
SHARE OF AUDIENCE %					25	25 *		25 *	18	18 *		18 *	22	21 *		22 *
AVG. AUD. BY ¼ HR. %					14.3	14.7	15.1	14.8	11.1	10.7	10.9	11.0	12.0	12.2	12.0	12.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	54.9	56.6	58.9	59.3	59.2	59.6	60.6	61.2	59.9	60.4	60.5	60.0	57.7	56.3	54.3	52.9
WK. 2	54.0	55.9	57.0	57.0	56.5	57.8	59.4	60.4	59.2	58.8	60.0	60.1	57.7	56.8	55.6	54.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 14, 1981

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,520 7.1															
	Program	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,370 6.9															
	SHARE OF AUDIENCE %	15															
	AVG. AUD. BY ¼ HR. %	6.9															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,910 16.6													
	Program			SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			8,640 11.1	10.8*		11.4*										
	SHARE OF AUDIENCE %			32	28 *		34 *										
	AVG. AUD. BY ¼ HR. %			10.8	10.9	11.5	11.4	11.1	10.3								
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,450 7.0															
	Program	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,210 6.7															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.7															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			13,070 16.8													
	Program			SATURDAY NIGHT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			7,780 10.0	10.9*		10.0*		9.0*								
	SHARE OF AUDIENCE %			31	29 *		33 *		34 *								
	AVG. AUD. BY ¼ HR. %			10.7	11.0	10.1	9.9	9.3	8.5								
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	48.6	45.4	40.4	37.7	34.7	31.9	30.4	27.5	23.4	20.9	17.6	15.5	13.4	11.8	10.4	9.2
	WK. 2	50.8	45.7	39.0	35.6	32.0	29.4	27.2	24.7	21.5	19.3	17.2	15.3	14.1	12.7	10.7	9.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. SAT. MAR. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.15, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	12,760 16.4				22,950 29.5											
Program	THOSE AMAZING ANIMALS (R)(OP)				ABC SUNDAY NIGHT MOVIE DOCTOR ZHIVAGO(R) (8:00-11:58PM)											
AVERAGE AUDIENCE (Households (000) & %)	9,260 11.9	11.4*		12.4*	11,900 15.3	15.1*		16.6*		16.3*		16.0*		15.1*		14.8*
SHARE OF AUDIENCE %	19	19 *		19 *	26	23 *		24 *		24 *		24 *		24 *		25 *
AVG. AUD. BY ¼ HR. %	10.9	11.9	12.1	12.6	14.7	15.6	16.5	16.8	16.5	16.2	16.3	15.7	15.0	15.1	14.9	14.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	25,520 32.8				17,430 22.4		15,870 20.4		21,240 27.3		21,940 28.2		19,680 25.3			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	20,310 26.1	24.6*		27.5*	15,480 19.9		14,630 18.8		19,680 25.3		20,150 25.9		16,340 21.0	21.9*		20.1*
SHARE OF AUDIENCE %	42	41 *		43 *	30		27		37		39		34	35 *		34 *
AVG. AUD. BY ¼ HR. %	23.3	26.0	27.4	27.7	20.1	19.7	18.3	19.4	24.8	25.8	25.6	26.1	22.4	21.3	20.5	19.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	14,780 19.0				22,100 28.4				19,920 25.6							
Program	DISNEY'S WONDERFUL WORLD THE CASTAWAY COWBOY, PART 1(R)				CHIPS (OP)				BIG EVENT THE CHICAGO STORY(SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)	10,810 13.9	12.7*		15.1*	18,050 23.2	22.0*		24.4*	15,090 19.4	19.0*		19.2*		19.6*		19.9*
SHARE OF AUDIENCE %	22	21 *		24 *	34	33 *		36 *	30	28 *		29 *		31 *		33 *
AVG. AUD. BY ¼ HR. %	12.4	13.0	14.4	15.8	21.2	22.7	24.1	24.7	19.0	19.1	19.4	19.1	19.6	19.6	20.1	19.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	12,060 15.5				24,270 31.2											
Program	LEGENDS OF THE WEST (OP)				ABC SUNDAY NIGHT MOVIE PATTON(R) (8:00-11:28PM)											
AVERAGE AUDIENCE (Households (000) & %)	8,010 10.3	10.3*		10.3*	13,460 17.3	15.6*		17.6*		18.3*		17.8*		17.5*		17.6*
SHARE OF AUDIENCE %	16	17 *		16 *	27	23 *		25 *		26 *		26 *		27 *		29 *
AVG. AUD. BY ¼ HR. %	10.5	10.2	9.7	10.8	14.8	16.4	17.1	18.0	18.7	17.9	17.6	18.1	17.3	17.6	17.7	17.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	28,090 36.1				30,580 39.3											
Program	60 MINUTES (R)				GONE WITH THE WIND PT. 1 (R)(OP)											
AVERAGE AUDIENCE (Households (000) & %)	22,480 28.9	27.1*		30.8*	20,770 26.7	26.4*		26.7*		26.8*		27.2*		27.0*		26.1*
SHARE OF AUDIENCE %	46	44 *		47 *	40	39 *		38 *		38 *		40 *		42 *		43 *
AVG. AUD. BY ¼ HR. %	25.7	28.4	31.0	30.7	26.2	26.7	26.8	26.5	26.7	26.8	26.9	27.5	27.1	27.0	26.8	25.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	15,400 19.8				19,530 25.1				21,400 27.5							
Program	DISNEY'S WONDERFUL WORLD THE CASTAWAY COWBOY, PART 2(R)				CHIPS (R)(OP)				BIG EVENT THE END(R)(OP)							
AVERAGE AUDIENCE (Households (000) & %)	11,050 14.2	12.9*		15.4*	15,170 19.5	18.4*		20.6*	14,320 18.4	19.3*		19.3*		18.2*		16.9*
SHARE OF AUDIENCE %	23	21 *		24 *	28	27 *		29 *	28	28 *		28 *		28 *		28 *
AVG. AUD. BY ¼ HR. %	12.3	13.5	15.3	15.6	18.1	18.8	20.4	20.7	19.1	19.5	19.7	18.9	18.6	17.8	17.0	16.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	59.3	61.9	63.6	64.7	65.2	67.2	68.1	68.6	67.3	68.2	67.3	66.4	63.1	61.6	60.1	59.0
WK. 2	59.6	62.2	64.7	65.6	66.5	67.8	69.5	70.7	70.3	69.8	68.7	68.1	65.6	64.4	62.5	59.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. MAR.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.15, 1981

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)				2,570 3.3												
	Program	ABC SUNDAY NIGHT MOVIE – DOCTOR ZHIVAGO(R) (8:00-11:58PM)(-OP)				ABC WEEKEND REPORT-SUN. (11:58-12:13AM)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		14.6*		2,570 3.3												
	SHARE OF AUDIENCE %		30 *		13												
	AVG. AUD. BY ¼ HR. %	14.8	14.4	14.1	4.1	3.2											
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,850 8.8															
	Program	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	6,690 8.6															
	SHARE OF AUDIENCE %	16															
	AVG. AUD. BY ¼ HR. %	8.6															
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,270 4.2													
	Program			NBC LATE NIGHT MOVIE – HELLO, LARRY(R) (11:30-12:37AM) (SUSTAINING 12:37-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,710 2.2	2.7*		1.8*										
	SHARE OF AUDIENCE %			8	8 *		8 *										
	AVG. AUD. BY ¼ HR. %			3.0	2.4	1.9	1.7	1.5									

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)		3,660 4.7														
	Program	ABC SUNDAY NIGHT MOVIE – PATTON(R)(-OP) (8:00-11:28PM)		ABC WEEKEND REPORT-SUN. (11:28-11:43PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.5														
	SHARE OF AUDIENCE %		14														
	AVG. AUD. BY ¼ HR. %	17.3	5.0	4.5													
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,850 8.8															
	Program	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	6,610 8.5															
	SHARE OF AUDIENCE %	17															
	AVG. AUD. BY ¼ HR. %	8.5															
NBC TV	TOTAL AUDIENCE (Households (000) & %)			2,260 2.9													
	Program			NBC LATE NIGHT MOVIE – JOE PANTHER(R) (11:30-1:24AM) (SUSTAINING 1:24-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,170 1.5	1.7*		1.4*		1.4*		1.5*						
	SHARE OF AUDIENCE %			7	6 *		6 *		8 *		11 *						
	AVG. AUD. BY ¼ HR. %			1.7	1.7	1.5	1.3	1.3	1.4	1.5	1.4						

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	52.6	45.9	38.3	32.5	25.6	22.2	18.4	16.9	15.3	13.7	12.0	10.2	8.6	7.4	6.5	5.8
	WK. 2	50.1	43.4	33.1	28.2	23.6	21.4	18.0	16.1	14.2	12.8	10.6	8.4	7.0	5.7	4.5	3.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. MAR.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,210 6.7				5,600 7.2									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
AVERAGE AUDIENCE (Households (000) & %)			4,200 5.4				4,590 5.9									
SHARE OF AUDIENCE %			27				28									
AVG. AUD. BY ¼ HR. %			5.2	5.5			6.0	5.8								
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,120 5.3				3,890 5.0								5,060 6.5		5,600 7.2	
CBS TV program	MORNING-CHARLES KURALT				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2	3.1*		3.4*	2,490 3.2	3.1*		3.2*					4,120 5.3		4,900 6.3	
SHARE OF AUDIENCE %	17	19 *		17 *	15	14 *		15 *					25		29	
AVG. AUD. BY ¼ HR. %	2.9	3.4	3.4	3.5	2.9	3.3	3.3	3.1					5.0	5.6	6.1	6.6
NBC TV TOTAL AUDIENCE (Households (000) & %)			5,600 7.2				5,600 7.2						2,880 3.7		3,500 4.5	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000) & %)			4,360 5.6				4,670 6.0						2,490 3.2		3,030 3.9	
SHARE OF AUDIENCE %			28				28						15		18	
AVG. AUD. BY ¼ HR. %			5.5	5.7			6.3	5.8					3.2	3.2	3.8	4.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,450 7.0				5,910 7.6									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
AVERAGE AUDIENCE (Households (000) & %)			4,280 5.5				4,900 6.3									
SHARE OF AUDIENCE %			28				29									
AVG. AUD. BY ¼ HR. %			5.5	5.6			6.3	6.4								
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,200 5.4				3,730 4.8								5,210 6.7		5,760 7.4	
CBS TV program	MORNING-CHARLES KURALT				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3	3.2*		3.5*	2,490 3.2	3.1*		3.3*					4,430 5.7		5,060 6.5	
SHARE OF AUDIENCE %	18	19 *		18 *	15	15 *		15 *					26		29	
AVG. AUD. BY ¼ HR. %	2.9	3.4	3.4	3.6	3.1	3.1	3.2	3.4					5.4	6.0	6.3	6.8
NBC TV TOTAL AUDIENCE (Households (000) & %)			5,130 6.6				5,450 7.0						2,720 3.5		3,420 4.4	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1				4,510 5.8						2,330 3.0		3,030 3.9	
SHARE OF AUDIENCE %			26				26						14		17	
AVG. AUD. BY ¼ HR. %			4.8	5.4			6.0	5.7					2.9	3.1	3.9	3.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	11.0	13.7	16.2	17.8	19.8	21.1	21.3	21.5	22.0	22.4	22.1	22.1	21.4	21.5	21.2	21.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	11.4	14.0	16.2	18.0	20.1	21.3	21.7	22.5	22.3	22.3	22.1	21.6	21.2	21.8	22.3	22.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	5,290				5,760		5,450		8,710				8,790			
TOTAL AUDIENCE (%)	6.8				7.4		7.0		11.2				11.3			
Program	← LOVE BOAT DAYTIME → >(S)(OP)(SUS-OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN → (OP)				← ONE LIFE TO LIVE → (SUS-OP)			
AVERAGE AUDIENCE (Households (000))	4,120				4,750		4,670		6,610				6,690			
AVERAGE AUDIENCE (%)	5.3				6.1		6.0		8.5	8.2*		8.8*	8.6	8.2*		9.1*
SHARE OF AUDIENCE %	23				24		24		32	31 *		33 *	31	30 *		33 *
AVG. AUD. BY ¼ HR. %	5.0				5.9	6.4	5.9	6.1	8.0	8.4	8.8	8.8	8.1	8.3	8.8	9.4
CBS TV																
TOTAL AUDIENCE (Households (000))	6,380		7,160				5,840		8,250				7,860			
TOTAL AUDIENCE (%)	8.2		9.2				7.5		10.6				10.1			
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →			
AVERAGE AUDIENCE (Households (000))	5,450		6,300				5,060		6,460				6,380			
AVERAGE AUDIENCE (%)	7.0		8.1				6.5		8.3	8.1*		8.6*	8.2	8.0*		8.4*
SHARE OF AUDIENCE %	32		35				26		31	30 *		32 *	30	29 *		30 *
AVG. AUD. BY ¼ HR. %	6.7	7.3	8.0	8.2			6.4	6.6	7.8	8.3	8.5	8.7	7.9	8.1	8.2	8.5
NBC TV																
TOTAL AUDIENCE (Households (000))	4,510		4,120		2,720		3,350		5,910				4,670			
TOTAL AUDIENCE (%)	5.8		5.3		3.5		4.3		7.6				6.0			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	3,890		3,580		2,330		2,800		4,430				3,730			
AVERAGE AUDIENCE (%)	5.0		4.6		3.0		3.6		5.7	5.5*		5.9*	4.8	4.9*		4.7*
SHARE OF AUDIENCE %	23		20		12		14		21	21 *		22 *	18	18 *		17 *
AVG. AUD. BY ¼ HR. %	5.0	5.0	4.5	4.6	3.0	3.0	3.5	3.6	5.3	5.7	5.9	5.9	4.9	4.9	4.7	4.6

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	6,220				6,150		5,990		8,640				9,100			
TOTAL AUDIENCE (%)	8.0				7.9		7.7		11.1				11.7			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN → (OP)				← ONE LIFE TO LIVE → (SUS-OP)			
AVERAGE AUDIENCE (Households (000))	4,430				5,210		5,060		6,850				7,080			
AVERAGE AUDIENCE (%)	5.7	5.2*		6.2*	6.7		6.5		8.8	8.5*		9.1*	9.1	8.7*		9.4*
SHARE OF AUDIENCE %	24	23 *		26 *	25		25		31	30 *		32 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %	4.9	5.5	6.0	6.4	6.5	6.9	6.4	6.6	8.3	8.6	9.0	9.1	8.6	8.8	9.1	9.8
CBS TV																
TOTAL AUDIENCE (Households (000))	6,300		6,920				5,910		8,090				8,010			
TOTAL AUDIENCE (%)	8.1		8.9				7.6		10.4				10.3			
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →			
AVERAGE AUDIENCE (Households (000))	5,600		6,220				5,060		6,300				6,380			
AVERAGE AUDIENCE (%)	7.2		8.0				6.5		8.1	7.9*		8.2*	8.2	8.1*		8.4*
SHARE OF AUDIENCE %	31		33				25		29	28 *		29 *	28	28 *		28 *
AVG. AUD. BY ¼ HR. %	6.9	7.5	7.9	8.0			6.4	6.6	7.8	8.1	8.1	8.3	8.0	8.2	8.2	8.6
NBC TV																
TOTAL AUDIENCE (Households (000))	4,750		3,890		2,720		3,350		6,150				4,980			
TOTAL AUDIENCE (%)	6.1		5.0		3.5		4.3		7.9				6.4			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	4,120		3,420		2,330		2,960		4,670				3,890			
AVERAGE AUDIENCE (%)	5.3		4.4		3.0		3.8		6.0	5.9*		6.1*	5.0	5.0*		5.1*
SHARE OF AUDIENCE %	23		18		11		15		21	21 *		21 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %	5.3	5.4	4.4	4.4	2.9	3.1	3.7	3.9	5.9	5.9	6.1	6.1	5.0	4.9	5.1	5.0

TV HOUSEHOLDS USING TV (See Def. I)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	21.6	22.4	22.9	23.8	25.5	26.5	25.0	25.6	26.1	26.9	26.7	27.0	26.9	27.6	27.7	28.7
WK. 2	22.5	23.6	24.0	24.6	26.4	27.2	25.9	26.8	27.8	28.5	28.3	28.4	28.5	29.2	29.7	30.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,440 14.7				4,200 5.4										11,280 14.5	
Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	9,410 12.1	11.6*		12.6*	3,730 4.8										9,730 12.5	
SHARE OF AUDIENCE %	39	39 *		38 *	15										22	
AVG. AUD. BY ¼ HR. %	11.2	12.0	12.6	12.6	4.9	4.6									12.1	12.9
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,090 10.4				3,890 5.0										13,230 17.0	
Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,610 8.5	8.4*		8.6*	3,190 4.1										11,750 15.1	
SHARE OF AUDIENCE %	27	28 *		26 *	13										26	
AVG. AUD. BY ¼ HR. %	8.5	8.3	8.4	8.7	3.8	4.3									14.8	15.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,510 5.8														11,360 14.6	
Program	← TEXAS →						(S)(OP)								NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,350 4.3	4.0*		4.5*											10,110 13.0	
SHARE OF AUDIENCE %	14	13 *		14 *											23	
AVG. AUD. BY ¼ HR. %	3.9	4.1	4.3	4.8											12.6	13.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,590 14.9				4,590 5.9										11,050 14.2	
Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT				(S)(OP)						ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	9,410 12.1	11.7*		12.6*	3,970 5.1										9,730 12.5	
SHARE OF AUDIENCE %	37	38 *		38 *	15										22	
AVG. AUD. BY ¼ HR. %	11.3	12.0	12.6	12.6	5.2	5.1									12.1	13.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,010 10.3				4,120 5.3										13,070 16.8	
Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,380 8.2	8.1*		8.2*	3,420 4.4										11,670 15.0	
SHARE OF AUDIENCE %	25	26 *		24 *	13										26	
AVG. AUD. BY ¼ HR. %	8.1	8.1	8.4	8.1	4.2	4.7									14.6	15.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,060 6.5														11,200 14.4	
Program	← TEXAS →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,580 4.6	4.4*		4.8*											9,880 12.7	
SHARE OF AUDIENCE %	14	14 *		14 *											22	
AVG. AUD. BY ¼ HR. %	4.5	4.4	4.5	5.0											12.4	12.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.5	31.0	32.6	34.1	32.9	34.6	35.7	37.9	39.7	41.8	44.4	46.8	50.3	53.1	55.4	57.9
WK. 2	31.0	32.6	33.9	34.9	33.7	35.7	37.3	39.5	41.7	43.7	46.1	48.1	51.7	54.5	56.1	58.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					4,510 5.8		5,910 7.6		7,080 9.1		8,010 10.3		8,320 10.7		6,150 7.9	
Program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,810 4.9		5,060 6.5		5,840 7.5		6,770 8.7		7,160 9.2		5,450 7.0	
SHARE OF AUDIENCE %					30		30		30		33		34		26	
AVG. AUD. BY ¼ HR. %					4.3	5.4	6.2	6.8	7.2	7.7	8.6	8.8	9.2	9.1	7.2	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					4,980 6.4		6,690 8.6		9,180 11.8		8,560 11.0		7,470 9.6		7,240 9.3	
Program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,730 4.8		5,840 7.5		7,940 10.2		7,620 9.8		6,540 8.4		6,220 8.0	
SHARE OF AUDIENCE %					28		34		41		37		31		30	
AVG. AUD. BY ¼ HR. %					4.5	5.1	6.9	8.0	10.4	9.9	9.9	9.7	8.5	8.2	8.3	7.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,720 3.5		3,420 4.4		3,890 5.0		3,970 5.1		4,820 6.2		5,840 7.5	
Program					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,260 2.9		2,720 3.5		3,110 4.0		3,270 4.2		3,810 4.9		4,670 6.0	
SHARE OF AUDIENCE %					18		16		16		16		19		23	
AVG. AUD. BY ¼ HR. %					2.8	3.0	3.5	3.5	4.0	4.1	4.0	4.4	4.9	4.8	5.8	6.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,970 5.1		4,980 6.4		6,460 8.3		7,080 9.1		8,560 11.0		6,300 8.1	
Program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,420 4.4		4,280 5.5		5,370 6.9		6,150 7.9		6,770 8.7		5,450 7.0	
SHARE OF AUDIENCE %					30		29		31		32		34		27	
AVG. AUD. BY ¼ HR. %					4.0	4.9	5.3	5.7	6.6	7.3	7.6	8.2	8.9	8.5	6.9	7.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					3,890 5.0		5,760 7.4		7,550 9.7		8,320 10.7		6,920 8.9		6,150 7.9	
Program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,110 4.0		4,820 6.2		6,070 7.8		6,920 8.9		5,760 7.4		5,450 7.0	
SHARE OF AUDIENCE %					25		32		35		36		29		27	
AVG. AUD. BY ¼ HR. %					3.4	4.6	5.7	6.7	7.4	8.3	8.9	8.9	7.4	7.4	7.2	6.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,570 3.3		3,420 4.4		3,580 4.6		3,730 4.8		4,430 5.7		5,450 7.0	
Program					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,950 2.5		2,490 3.2		2,880 3.7		3,110 4.0		3,350 4.3		4,590 5.9	
SHARE OF AUDIENCE %					17		17		17		16		17		23	
AVG. AUD. BY ¼ HR. %					2.1	2.8	3.4	3.0	3.7	3.8	3.9	4.1	4.2	4.5	5.7	6.1
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	6.9	8.4	10.0	13.3	16.3	18.3	21.3	22.8	24.9	25.1	26.0	26.6	27.1	27.2	26.8	26.8
WK. 2	6.5	7.6	9.4	11.2	14.2	17.1	19.2	20.0	21.3	23.2	24.4	25.6	25.2	25.6	25.3	25.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,840 7.5		5,520 7.1		5,600 7.2		6,920 8.9									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 6.1		4,820 6.2		4,750 6.1		4,510 5.8	6.0*		5.7*						
SHARE OF AUDIENCE %	24		25		23		21	22 *		20 *						
AVG. AUD. BY ¼ HR. %	6.3	6.0	6.1	6.4	5.9	6.3	5.7	6.3	5.9	5.5						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,300 8.1		6,610 8.5		6,380 8.2		5,520 7.1		5,680 7.3		4,280 5.5					
Program	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	5,370 6.9		5,370 6.9		5,520 7.1		4,590 5.9		4,430 5.7		3,420 4.4					
SHARE OF AUDIENCE %	27		26		26		22		20		15					
AVG. AUD. BY ¼ HR. %	7.1	6.7	7.2	6.6	7.0	7.2	6.1	5.7	5.6	5.8	4.4	4.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,900 6.3		4,510 5.8		3,730 4.8		3,110 4.0		5,210 6.7	10,890 14.0						
Program	BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA CHAMP. SERIES-PRE	← NCAA CHAMP.SERIES-SAT-I VARIOUS TEAMS AND TIMES (1:15-3:05PM) →						
AVERAGE AUDIENCE (Households (000) & %)	4,050 5.2		3,810 4.9		3,190 4.1		2,410 3.1		4,980 6.4	6,460 8.3		8.3*		8.4*		9.1*
SHARE OF AUDIENCE %	20		19		15		11		23	27		28 *		27 *		28 *
AVG. AUD. BY ¼ HR. %	5.3	5.1	4.8	5.0	3.7	4.4	3.1	3.2	6.4	6.7	8.3	8.3	8.0	8.8	9.3	9.0

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,000 9.0		5,600 7.2		4,750 6.1		7,080 9.1									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE GOLD BUG, PART 1		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	5,450 7.0		4,670 6.0		3,890 5.0		4,120 5.3	5.0*		5.7*						
SHARE OF AUDIENCE %	27		24		18		19	18 *		20 *						
AVG. AUD. BY ¼ HR. %	7.0	6.9	6.1	5.8	4.7	5.2	4.9	5.1	5.7	5.7						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,380 8.2		5,600 7.2		6,610 8.5		6,460 8.3		6,220 8.0		4,360 5.6					
Program	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	5,210 6.7		4,980 6.4		5,290 6.8		5,520 7.1		4,820 6.2		3,580 4.6					
SHARE OF AUDIENCE %	26		24		24		25		22		15					
AVG. AUD. BY ¼ HR. %	6.7	6.8	6.5	6.4	6.4	7.2	7.2	7.0	6.1	6.3	4.6	4.6				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,360 5.6		4,120 5.3		4,670 6.0		2,410 3.1		4,590 5.9	12,210 15.7						
Program	BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA CHAMP. SERIES-PRE	← NCAA CHAMP.SERIES-SAT-1 KANSAS STATE VS NORTH CAROLINA (1:15-3:08PM) →						
AVERAGE AUDIENCE (Households (000) & %)	3,420 4.4		3,730 4.8		3,730 4.8		2,020 2.6		4,360 5.6	6,460 8.3		7.9*		8.3*		9.4*
SHARE OF AUDIENCE %	17		19		17		9		20	27		27 *		27 *		30 *
AVG. AUD. BY ¼ HR. %	4.4	4.3	4.7	5.0	4.7	5.0	2.6	2.5	5.6	6.1	7.5	8.3	8.3	8.4	9.0	9.8

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	26.2	25.9	26.6	26.8	27.0	27.5	27.2	27.2	28.1	29.5	29.8	30.7	31.1	32.5	31.8	32.1
WK. 2	25.9	26.2	26.0	27.0	27.8	29.2	28.7	28.8	28.3	29.1	29.8	30.7	31.5	32.0	31.9	32.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			11,670 15.0						15,720 20.2							
ABC TV program			← PRO BOWLERS TOUR					→	← ABC WIDE WORLD-SPORTS SAT					→		
AVERAGE AUDIENCE (Households (000) & %)			6,770 8.7	7.2*		8.8*		10.1*	9,650 12.4	10.8*		12.5*		13.7*		
SHARE OF AUDIENCE %			24	21 *		25 *		27 *	29	28 *		29 *		29 *		
AVG. AUD. BY ¼ HR. %			6.9	7.5	8.6	8.9	10.0	10.2	10.4	11.3	12.0	13.0	13.8	13.7		
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,510 5.8				4,200 5.4				7,700 9.9						9,180 11.8	
CBS TV program	← FESTIVAL OF LIVELY ARTS MAKE 'EM LAUGH			→	← DORAL EASTERN OPEN-SAT.			→	← CBS SPORTS SPECTACULAR			→			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2	3.1*		3.2*	2,720 3.5	3.6*		3.5*	4,980 6.4	5.7*		7.1*			7,940 10.2	
SHARE OF AUDIENCE %	9	9 *		9 *	10	10 *		9 *	16	15 *		17 *			20	
AVG. AUD. BY ¼ HR. %	2.8	3.4	3.3	3.1	3.8	3.3	3.3	3.6	4.9	6.5	7.0	7.1			9.7	10.6
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,750 15.1								6,380 8.2 (1)			7,470 9.6	
NBC TV program		(SUS-OP)		← NCAA CHAMP.SERIES-SAT-2 VARIOUS TEAMS AND TIMES- (3:22-5:40PM)						→	(SUS-OP)				NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)				7,470 9.6		9.1*		9.7*		10.4*		6,150 7.9			6,150 7.9	
SHARE OF AUDIENCE %				27		26 *		26 *		28 *		19			15	
AVG. AUD. BY ¼ HR. %				9.2	9.1	9.0	9.4	9.9	10.5	10.1		7.9			7.7	8.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			10,430 13.4						15,640 20.1							
ABC TV program			← PRO BOWLERS TOUR					→	← ABC WIDE WORLD-SPORTS SAT					→		
AVERAGE AUDIENCE (Households (000) & %)			6,540 8.4	7.6*		8.2*		9.4*	7,940 10.2	9.5*		10.3*		10.7*		
SHARE OF AUDIENCE %			21	21 *		21 *		22 *	23	23 *		24 *		22 *		
AVG. AUD. BY ¼ HR. %			7.5	7.7	7.8	8.5	9.4	9.4	9.1	9.9	10.1	10.4	10.7	10.8		
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,750 6.1						8,950 11.5								9,730 12.5	
CBS TV program	← TOURN. PLAYERS CHAMP-SAT.					→	← CBS SPORTS SPECTACULAR					→			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3	3.3*		3.2*		3.3*	4,120 5.3	4.4*		4.9*		6.4*			7,940 10.2	
SHARE OF AUDIENCE %	9	10 *		9 *		9 *	13	11 *		12 *		15 *			20	
AVG. AUD. BY ¼ HR. %	3.2	3.4	3.1	3.3	3.4	3.3	4.0	4.8	4.8	5.0	5.7	7.1			9.5	10.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	15,560 20.0										8,480 10.9				8,400 10.8	
NBC TV program	← NCAA CHAMP.SERIES-SAT-2 VIRGINIA VS BYU (3:08-5:35PM)(OP)(+OP)									→	NCAA CHAMP. SERIES POST (5:35-6:00PM) (OP)				NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	8,560 11.0	9.9*		10.4*		10.7*		11.6*		12.2*	7,240 9.3				6,920 8.9	
SHARE OF AUDIENCE %	29	29 *		29 *		28 *		29 *		31 *	23				18	
AVG. AUD. BY ¼ HR. %	9.7	10.0	10.3	10.6	11.1	10.3	11.4	11.9	12.7	11.6	9.2	9.4			8.8	9.0

TV HOUSEHOLDS USING TV (See Def. 1)

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	32.2	33.3	34.4	35.0	35.0	35.7	37.6	38.4	38.3	40.2	41.9	43.0	46.1	49.3	51.4	52.5
WK. 2	34.1	35.4	35.8	36.5	38.6	40.2	41.4	42.1	41.5	40.7	41.1	44.0	46.8	48.8	50.3	51.3

U.S. TV Households: 77,800,000

(1)NCAA CHAMP.SERIES-POST,NBC,(5:47-6:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															3,270 4.2	
Program															KIDS ARE PEOPLE TOO ! (10:30-11:04AM)	
AVERAGE AUDIENCE (Households (000) & %)															2,490 3.2	
SHARE OF AUDIENCE %															14	
AVG. AUD. BY ¼ HR. %															3.1	3.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					930 1.2		1,560 2.0		5,840 7.5							
Program					MIGHTY MOUSE/ HECKLE-JECKL (OP)		THREE ROBONIC STOOGES (OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					620 .8		930 1.2		3,190 4.1	3.7*		4.2*		4.4*		
SHARE OF AUDIENCE %					7		8		19	20 *		20 *		18 *		
AVG. AUD. BY ¼ HR. %					.7	.9	.7	1.7	3.5	3.9	4.1	4.3	4.5	4.3		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															2,720 3.5	
Program															KIDS ARE PEOPLE TOO ! (10:30-11:06AM)	
AVERAGE AUDIENCE (Households (000) & %)															1,870 2.4	2.3*
SHARE OF AUDIENCE %															10	10 *
AVG. AUD. BY ¼ HR. %															2.1	2.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					1,170 1.5		1,170 1.5		6,460 8.3							
Program					MIGHTY MOUSE/ HECKLE-JECKL (OP)		THREE ROBONIC STOOGES (OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					860 1.1		860 1.1		3,810 4.9	3.9*		5.3*		5.5*		
SHARE OF AUDIENCE %					10		8		24	22 *		25 *		24 *		
AVG. AUD. BY ¼ HR. %					.9	1.3	1.1	1.1	3.5	4.3	4.9	5.8	5.7	5.4		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	5.2	6.2	6.8	8.4	10.2	13.6	16.1	17.3	18.9	20.0	21.0	22.1	23.8	24.1	23.5	22.9
WK. 2	4.9	6.1	6.9	7.6	9.9	12.6	14.2	15.7	17.7	20.0	21.6	22.6	22.5	22.9	22.4	22.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1981

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,270 4.2		3,270 4.2		4,200 5.4								8,250 10.6			
Program	KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						← SUPERSTARS (2:00-3:15PM) →			
AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3		2,490 3.2		3,270 4.2								4,670 6.0	4.9*		6.4*
SHARE OF AUDIENCE %	14		13		17								17	14 *		18 *
AVG. AUD. BY ¼ HR. %	3.3	3.3	3.1	3.3	4.5	3.9							4.5	5.3	6.0	6.7

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)			4,120 5.3						7,940 10.2							
Program			FACE THE NATION						← NBA ON CBS PHILADELPHIA VS NEW YORK CHICAGO VS KANSAS CITY (1:00-3:22PM) →							
AVERAGE AUDIENCE (Households (000) & %)			3,420 4.4						2,800 3.6	3.7*		3.5*		3.2*		3.2*
SHARE OF AUDIENCE %			18						11	12 *		11 *		10 *		9 *
AVG. AUD. BY ¼ HR. %			4.2	4.5					3.8	3.5	3.3	3.6	3.2	3.2	3.1	3.2

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)							4,430 5.7		13,540 17.4							
Program							MEET THE PRESS		← NCAA CHAMP. SERIES-SUN-1 VARIOUS TEAMS AND TIMES (1:00-5:28PM) →							
AVERAGE AUDIENCE (Households (000) & %)							3,660 4.7		7,700 9.9	7.3*		10.0*		11.1*		11.2*
SHARE OF AUDIENCE %							17		30	24 *		30 *		33 *		32 *
AVG. AUD. BY ¼ HR. %							4.4	4.9	6.5	8.1	9.8	10.1	10.7	11.5	11.2	11.2

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,110 4.0		2,180 2.8		3,500 4.5								9,730 12.5			
Program	KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						← SUPERSTARS (2:00-3:30PM) →			
AVERAGE AUDIENCE (Households (000) & %)	2,720 3.5		1,790 2.3		2,800 3.6								5,130 6.6	5.5*		6.3*
SHARE OF AUDIENCE %	14		9		13								18	16 *		17 *
AVG. AUD. BY ¼ HR. %	3.3	3.5	2.1	2.4	3.7	3.4							5.0	6.0	6.0	6.7

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)			4,900 6.3						9,260 11.9							
Program			FACE THE NATION						← NBA ON CBS BOSTON VS PHILADELPHIA (1:00-3:23PM) →							
AVERAGE AUDIENCE (Households (000) & %)			3,810 4.9						3,660 4.7	3.8*		5.3*		4.5*		4.9*
SHARE OF AUDIENCE %			19						14	13 *		16 *		13 *		13 *
AVG. AUD. BY ¼ HR. %			4.9	4.8					3.6	4.1	5.2	5.5	4.6	4.3	4.6	5.1

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)							4,510 5.8		12,910 16.6							14,390 18.5
Program							MEET THE PRESS		← NCAA CHAMP. SERIES-SUN-1 INDIANA VS ST. JOSEPH (1:00-2:54PM)(-OP) →							(1) (OP)
AVERAGE AUDIENCE (Households (000) & %)							3,580 4.6		7,080 9.1	7.5*		9.2*		10.0*		8,090 10.4
SHARE OF AUDIENCE %							16		27	25 *		27 *		28 *		25
AVG. AUD. BY ¼ HR. %							3.9	5.2	6.9	8.0	9.3	9.1	9.9	10.1	9.7	9.3

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	22.6	23.2	23.6	24.2	24.5	25.5	27.1	28.5	30.7	31.8	32.4	33.4	33.9	35.1	35.6	36.0
WK. 2	24.3	24.8	25.7	26.2	27.4	28.0	28.5	30.0	30.3	31.9	33.8	34.9	35.3	35.9	36.3	37.2

U.S. TV Households: 77,800,000

(1)NCAA CHAMP. SERIES-SUN-2,NBC,(2:54-5:00PM)(6)

For explanation of symbols, See page A.

DAY SUN. MAR. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.15, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		9,570 12.3					15,720 20.2								9,800 12.6	
ABC TV program	(1)	← INT'L CHAMPIONSHIP BOXING →					← ABC WIDE WORLD-SPORTS SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		6,610 8.5		8.4*		9.0*	8,710 11.2	9.4*		11.3*		12.9*			8,480 10.9	
SHARE OF AUDIENCE %		21		21 *		22 *	25	22 *		25 *		27 *			20	
AVG. AUD. BY ¼ HR. %	7.6	7.7	8.1	8.7	9.0	9.1	9.1	9.6	10.9	11.7	12.5	13.2			10.9	11.0
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,240 9.3							11,750 15.1							
CBS TV program	(2) (→OP)	← DORAL EASTERN OPEN-SUN. (3:22-5:13PM)(OP)(→OP)										LONG BEACH GRAND PRIX (5:13-7:00PM)(OP) →				
AVERAGE AUDIENCE (Households (000) & %)		3,580 4.6		4.1*		4.1*		4.8*	4,980 6.4			5.5*		6.5*		8.1*
SHARE OF AUDIENCE %		12		11 *		10 *		12 *	13			12 *		13 *		15 *
AVG. AUD. BY ¼ HR. %	4.7	4.0	4.1	4.0	4.0	4.3	4.6	5.1	5.2	4.7	5.2	5.7	6.4	6.6	7.5	8.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	13,540 17.4								8,480 10.9						9,880 12.7	
NBC TV program	← NCAA CHAMP. SERIES-SUN-2 VARIOUS TEAMS AND TIMES (3:11-7:39PM)(OP) →								← SPORTSWORLD →						NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)	9,100 11.7			10.5*		12.2*			5,060 6.5	6.7*		6.4*			8,090 10.4	
SHARE OF AUDIENCE %	29			26 *		30 *			14	15 *		13 *			19	
AVG. AUD. BY ¼ HR. %	10.9	10.7	10.6	10.3	11.8	12.5	13.7	14.3	6.7	6.6	6.2	6.7			10.2	10.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			11,440 14.7				17,190 22.1								10,660 13.7	
ABC TV program	SUPERSTARS (2:00-3:30PM)		← INT'L CHAMPIONSHIP BOXING →				← ABC WIDE WORLD-SPORTS SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		7.9*	8,640 11.1	9.9*		12.3*	10,660 13.7	12.8*		15.0*		13.3*			9,020 11.6	
SHARE OF AUDIENCE %		21 *	27	24 *		29 *	30	29 *		34 *		28 *			22	
AVG. AUD. BY ¼ HR. %	7.3	8.4	9.1	10.7	12.1	12.5	12.6	13.0	14.9	15.2	14.2	12.4			11.5	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,840 7.5			8,480 10.9										9,100 11.7	
CBS TV program	(3) (→OP)	CBS SPORTS SPC. SUN. ED. (3:23-4:07PM)(OP)(→OP)			← TOURN. PLAYERS CHAMP-SUN. (4:07-6:00PM)(OP) →										CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		3,660 4.7		4.7*	3,500 4.5	4.2*		3.7*		4.3*		5.8*			7,940 10.2	
SHARE OF AUDIENCE %		11		11 *	10	10 *		9 *		10 *		13 *			19	
AVG. AUD. BY ¼ HR. %	5.1	4.3	4.6	4.7	4.5	4.1	3.8	3.7	4.2	4.5	5.4	6.2			9.5	10.8
NBC TV TOTAL AUDIENCE (Households (000) & %)									7,780 10.0						6,920 8.9	
NBC TV program	NCAA CHAMP. SERIES-SUN-2 LSU VS WICHITA STATE (2:54-5:00PM) →								← SPORTSWORLD →						NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)		10.6*		10.5*		10.5*		10.4*	4,900 6.3	5.9*		6.8*			6,150 7.9	
SHARE OF AUDIENCE %		27 *		25 *		25 *		24 *	14	14 *		15 *			15	
AVG. AUD. BY ¼ HR. %	10.3	10.9	10.7	10.3	10.4	10.6	10.6	10.2	5.8	6.0	6.4	7.2			7.6	8.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	37.4	39.3	40.0	40.4	41.0	42.1	42.8	44.5	45.4	46.1	48.0	49.3	52.4	53.9	55.8	56.3
WK. 2	38.0	39.6	41.2	42.6	42.9	43.0	44.6	45.3	45.1	45.8	47.0	48.6	51.7	53.7	54.7	56.3

U.S. TV Households: 77,800,000

(1)SUPERSTARS,ABC,(2:00-3:15PM)

(2)NBA ON CBS,PHILADELPHIA VS NEW YORK & CHICAGO VS KANSAS CITY,CBS,(1:00-3:22PM)

(3)NBA ON CBS,BOSTON VS PHIL.,CBS,(1:00-3:23PM)

For explanation of symbols, See page A.

DAY SUN. MAR.22, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
NBC NBC UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NBC UPDATE-2-TUE(SUS)	2	9.57- 9.58PM	9.45														
EVENING WEDNESDAY																	
NBC NBC UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC UPDATE-2-THU(SUS)	2	9.50- 9.51PM	9.45														
EVENING FRIDAY																	
NBC NBC UPDATE-2-FRI(SUS)	1	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,040	21.9	17,040	21.9	36	21.9		16,800	21.6	16,800	21.6	36	21.6	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,260	11.9	9,260	11.9	19	11.9		9,730	12.5	9,730	12.5	21	12.5	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,490	12.2	9,490	12.2	20	12.2		8,790	11.3	8,790	11.3	19	11.3	
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	7,240	9.3	7,240	9.3	15	9.3								
NBC NBC UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	9,650	12.4	9,650	12.4	19	12.4		9,410	12.1	9,410	12.1	18	12.1	
ABC ABC SUNDAY NIGHT MOVIE	1	8.00-11.58PM	→GRID	22,950	29.5	11,900	15.3	26									
	2	8.00-11.28PM	→GRID								24,270	31.2	13,460	17.3	27		
			11.15											16.5*	35*	15.6	
			11.45				13.8*	39*	13.3								
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,020	19.3	15,020	19.3	28	19.3								
	2	8.56- 8.58PM	8.45								19,060	24.5	18,830	24.2	34	24.2	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	15,400	19.8	15,400	19.8	29	19.8		12,990	16.7	12,990	16.7	24	16.7	
NBC NBC NEWS UPDATE-2-SUN.	2	9.48- 9.49PM	9.45								11,980	15.4	11,980	15.4	23	15.4	
NBC NBC UPDATE-2-SUN(SUS)	1	9.49- 9.50PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	12,910	16.6	12,910	16.6	25	12.5	M-F	12,990	16.7	12,910	16.6	26	13.2	M-F
			9.45						17.6	M-TH						17.4	M-TH
ABC ABC NEWS:NIGHTLINE M-TH		11.30-12.00MD	11.30	7,240	9.3	6,150	7.9	24	8.6	M-TH	6,460	8.3	5,210	6.7	21	7.6	M-TH
			11.45						7.2	M-TH						5.9	M-TH
ABC FRIDAYS	1	11.30-12.41AM	11.30	8,790	11.3	5,600	7.2	23	7.7	FRI.							
	2	11.30-12.40AM	11.30								9,100	11.7	5,600	7.2	21	8.6	FRI.
			11.45				7.6*	21*	7.6	FRI.				8.2*	21*	7.7	FRI.
			12.00						7.5	FRI.						7.1	FRI.
			12.15				7.2*	24*	7.0	FRI.				6.8*	21*	6.5	FRI.
			12.30						6.0	FRI.						5.9	FRI.
ABC CHARLIE'S ANGELS-12.00	1	12.00- 1.08AM	12.00	4,980	6.4	3,110	4.0	19	4.6	THU.							
	2	12.00- 1.09AM	12.00								4,430	5.7	2,960	3.8	17	4.1	THU.

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC CHARLIE'S ANGELS-12.00-CONT'D																	
			12.15				4.3*	18*	3.9	THU.				4.1*	17*	4.1	THU.
			12.30						3.9	THU.						3.6	THU.
			12.45				3.9*	20*	4.0	THU.				3.7*	18*	3.8	THU.
			1.00						3.3	THU.						3.2	THU.
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	5,060	6.5	3,660	4.7	22	5.3	MON.	4,430	5.7	3,030	3.9	19	4.3	MON.
			12.15				5.1*	21*	5.0	MON.				4.1*	18*	3.9	MON.
			12.30						4.7	MON.						4.1	MON.
			12.45				4.5*	24*	4.3	MON.				3.8*	21*	3.6	MON.
			1.00						4.1	MON.						3.3	MON.
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	4,200	5.4	3,030	3.9	19	4.0	WED.	4,590	5.9	3,110	4.0	18	4.4	WED.
			12.15				4.1*	18*	4.3	WED.				4.2*	16*	4.0	WED.
			12.30						4.1	WED.						4.2	WED.
			12.45				3.9*	20*	3.7	WED.				4.0*	20*	3.8	WED.
			1.00						3.3	WED.						3.4	WED.
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.00- 1.07AM	12.00	6,850	8.8	4,280	5.5	26	6.1	TUE.							
	2	12.00- 1.11AM	12.00								5,450	7.0	3,500	4.5	22	4.8	TUE.
			12.15				5.8*	23*	5.5	TUE.				4.9*	20*	5.0	TUE.
			12.30						5.5	TUE.						4.6	TUE.
			12.45				5.3*	29*	5.1	TUE.				4.3*	23*	3.9	TUE.
			1.00						4.9	TUE.						3.9	TUE.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
ABC POLICE STORY	1	1.08- 1.49AM	1.00	2,880	3.7	2,020	2.6	20	2.7	WED.							
	2	1.08- 1.52AM	1.00								2,570	3.3	1,870	2.4	16	2.8	WED.
			1.15				2.6*	18*	2.5	WED.				2.5*	15*	2.4	WED.
			1.30						2.7	WED.						2.2	WED.
			1.45						2.8	WED.				2.2*	17*	2.2	WED.
	1	1.49- 2.16AM	(SUS)														
	2	1.52- 2.16AM	(SUS)														
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.07- 1.26AM	1.00	4,050	5.2	3,810	4.9	33	5.0	TUE.							
	2	1.11- 1.35AM	1.00								2,960	3.8	2,800	3.6	26	3.8	TUE.
			1.15						4.9	TUE.						3.5	TUE.
			1.30													3.6	TUE.
	1	1.26- 2.12AM	(SUS)														
	2	1.35- 2.13AM	(SUS)														
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	22	15.0	M-F	12,530	16.1	12,530	16.1	24	16.1	M-F
CBS CBS NEWS SPEC. RPT. TUE.(S)	2	11.30-12.05AM	11.30								5,450	7.0	4,280	5.5	18	5.9	TUE.
			11.45											5.6*	18*	5.3	TUE.
			12.00													5.1	TUE.
CBS LATE MOVIE I		>	11.30	7,700	9.9	5,210	6.7	24	7.6	M-F	7,160	9.2	4,820	6.2	23	7.4	M-F
			11.45				7.3*	22*	7.0	M-F				7.3*	22*	7.2	MWTHF
			12.00						6.5	M-F						6.3	M-F
			12.15				6.4*	25*	6.2	M-F				6.2*	24*	5.9	M-F
			12.30						5.8	M-F						5.6	M-F
			12.45						5.9	M-F				3.7*	19*	4.4	M-F
			1.00													3.4	TUE.
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,280	5.5	3,580	4.6	27	5.0	M-F	4,430	5.7	3,730	4.8	28	5.9	M-F
			12.45				4.4*	22*	4.9	M-F						5.6	MWTHF
CONT'D																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE II-CONT'D			1.00						4.6	M-F						5.3	M-F
			1.15				4.3*	27*	4.1	M-F				5.2*	30*	4.5	M-F
			1.30						3.8	WED.						3.5	TU & F
			1.45											2.8*	24*	2.8	TU & F
			2.00													2.7	TUE.
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F	1	>	8.45	11,980	15.4	12,450	16.0	24	14.5	M-F							
	2	8.58- 8.59PM	8.45								11,130	14.3	11,130	14.3	21	14.3	M-F
			9.15						19.0	MON.							
NBC NBC NEWS UPDATE-2-M-F		>	9.45	9,570	12.3	9,570	12.3	19	12.3	TU&TH	9,410	12.1	9,410	12.1	19	12.1	MWF
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,170	10.5	4,900	6.3	22	7.7	M-F	9,570	12.3	6,220	8.0	27	9.1	M-F
			11.45				7.1*	21*	6.6	M-F				8.7*	26*	8.2	M-F
			12.00						6.0	M-F						7.7	M-F
			12.15				5.4*	21*	4.9	M-F				7.2*	27*	6.7	M-F
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30	4,820	6.2	2,180	2.8	15	3.8	FRI.	6,460	8.3	2,880	3.7	18	5.4	FRI.
			12.45				3.4*	15*	3.0	FRI.				4.8*	19*	4.2	FRI.
			1.00						2.6	FRI.						3.8	FRI.
			1.15				2.7*	15*	2.9	FRI.				3.6*	17*	3.4	FRI.
			1.30						2.4	FRI.						3.1	FRI.
			1.45				2.1*	15*	1.9	FRI.				2.8*	18*	2.4	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,190	4.1	2,720	3.5	19	3.8	M-TH	3,970	5.1	3,500	4.5	23	4.8	M-TH
			12.45						3.1	M-TH						4.3	M-TH
NBC TOMORROW COAST TO COAST-2		>	1.00	2,650	3.4	1,870	2.4	18	2.8	M-TH	3,350	4.3	2,330	3.0	22	3.7	M-TH
			1.15				2.7*	18*	2.7	M-TH				3.4*	22*	3.2	M-TH
			1.30						2.1	M-TH						2.7	M-TH
			1.45				2.0*	17*	1.9	M-TH				2.6*	22*	2.4	M-TH
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC LOVE BOAT DAYTIME	1	>	→GRID	5,290	6.8	4,120	5.3	23		M-F							
			11.15				5.3*	24*	5.5	MTUTHF							
			11.30						5.3	M-F							
			11.45				5.5*	24*	5.5	M-F							
ABC REAGAN ADDRESS(S)	1	11.00-11.43AM	11.00	4,590	5.9	3,350	4.3	19	4.3	WED.							
			11.15				4.1*	18*	4.0	WED.							
			11.30						4.6	WED.							
ABC SPECIAL REPORT(SUS)	1	11.16-11.18AM	11.15							THU.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	6,460	8.3	6,070	7.8	29	7.8	M-F							
	2	1.57- 1.59PM	1.45								6,920	8.9	6,690	8.6	30	8.6	M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								11,280	14.5	8,250	10.6	26	9.9	WED.
			4.45											10.0*	27*	10.1	WED.
			5.00													11.0	WED.
			5.15											11.2*	26*	11.4	WED.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,840	7.5	5,680	7.3	31	7.3	M-F	5,600	7.2	5,370	6.9	28	6.9	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,910	7.6	5,600	7.2	21	7.2	M-F	5,450	7.0	5,130	6.6	20	6.6	M-F
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	7,700	9.9	5,130	6.6	17	5.4	TUE.							
			4.15				5.8*	16*	6.2	TUE.							
			4.30						7.0	TUE.							
			4.45				7.4*	18*	7.7	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	4,430	5.7	4,280	5.5	31	5.5		4,050	5.2	3,970	5.1	32	5.1	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	7,310	9.4	6,920	8.9	33	8.9		6,150	7.9	5,680	7.3	29	7.3	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,210	6.7	5,060	6.5	24	6.5		5,450	7.0	5,290	6.8	26	6.8	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,680	7.3	4,820	6.2	25	6.2		4,670	6.0	4,360	5.6	22	5.6	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,280	5.5	4,050	5.2	28	5.2		3,810	4.9	3,660	4.7	27	4.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	6,380	8.2	6,150	7.9	35	7.9		5,370	6.9	5,130	6.6	33	6.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	8,010	10.3	7,700	9.9	39	9.9		7,080	9.1	6,610	8.5	37	8.5	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	6,770	8.7	6,460	8.3	31	8.3		5,990	7.7	5,680	7.3	29	7.3	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,910	7.6	5,680	7.3	27	7.3		5,450	7.0	4,980	6.4	25	6.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,210	6.7	4,980	6.4	25	6.4		5,370	6.9	5,130	6.6	25	6.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,760	7.4	5,130	6.6	25	6.6		5,370	6.9	5,060	6.5	24	6.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	6,070	7.8	5,520	7.1	26	7.1		5,910	7.6	5,520	7.1	24	7.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,670	6.0	4,360	5.6	21	5.6		5,450	7.0	5,210	6.7	23	6.7	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,670	6.0	4,200	5.4	18	5.4		5,060	6.5	4,430	5.7	20	5.7	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,800	3.6	2,570	3.3	19	3.3		2,720	3.5	2,570	3.3	21	3.3	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,570	3.3	2,570	3.3	15	3.3		2,720	3.5	2,410	3.1	16	3.1	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,110	4.0	2,960	3.8	15	3.8		2,960	3.8	2,960	3.8	17	3.8	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,350	4.3	3,190	4.1	16	4.1		3,500	4.5	3,270	4.2	17	4.2	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,810	4.9	3,660	4.7	18	4.7		4,120	5.3	3,890	5.0	20	5.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,820	6.2	4,590	5.9	22	5.9		4,980	6.4	4,590	5.9	22	5.9	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,050	5.2	3,810	4.9	19	4.9		3,660	4.7	3,500	4.5	17	4.5	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,810	4.9	3,660	4.7	18	4.7		4,120	5.3	3,970	5.1	19	5.1	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,270	4.2	3,110	4.0	15	4.0		3,890	5.0	3,810	4.9	17	4.9	
NBC NCAA CHAMP.SERIES-SAT-1(S)	2	1.15- 3.08PM	→GRID								12,210	15.7	6,460	8.3	27		
			3.00													9.5	
NBC NCAA CHAMP.SERIES-SAT-2(S)	2	3.08- 5.35PM	→GRID								15,560	20.0	8,560	11.0	29		
			5.30													9.2	
NBC NCAA CHAMP.SERIES-1-FILL(SUS)	1	3.05- 3.22PM	3.00														
NBC NCAA CHAMP.SERIES-2-FILL(SUS)	1	5.40- 5.47PM	5.30														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.04AM	→GRID	3,270	4.2	2,490	3.2	14									
	2	10.30-11.06AM	→GRID								2,720	3.5	1,870	2.4	10		
			11.00						3.3							3.1	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,650	3.4	2,490	3.2	14	3.2		2,570	3.3	2,410	3.1	13	3.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,880	3.7	2,720	3.5	14	3.5		2,100	2.7	1,950	2.5	10	2.5	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	620	.8	620	.8	6	.8		1,170	1.5	1,090	1.4	12	1.4	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,790	2.3	1,630	2.1	13	2.1		930	1.2	930	1.2	8	1.2	
CBS NBA ON CBS	1	1.00- 3.22PM	→GRID	7,940	10.2	2,800	3.6	11									
	2	1.00- 3.23PM	→GRID								9,260	11.9	3,660	4.7	14		
			3.15				4.6*	13*	4.6					4.9*	13*	4.5	
CBS CBS SPORTS SPC. SUN. ED.(S)	2	3.23- 4.07PM	→GRID								5,840	7.5	3,660	4.7	11		
			4.00													5.5	
CBS DORAL EASTERN OPEN-SUN.(S)	1	3.22- 5.13PM	→GRID	7,240	9.3	3,580	4.6	12									
			5.00						6.3								
NBC NCAA CHAMP. SERIES-SUN-1(S)	1	1.00- 3.04PM	→GRID	13,540	17.4	7,700	9.9	30									
	2	1.00- 2.54PM	→GRID								12,910	16.6	7,080	9.1	27		
			2.45											9.6*	26*	9.5	
			3.00						11.5								

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).